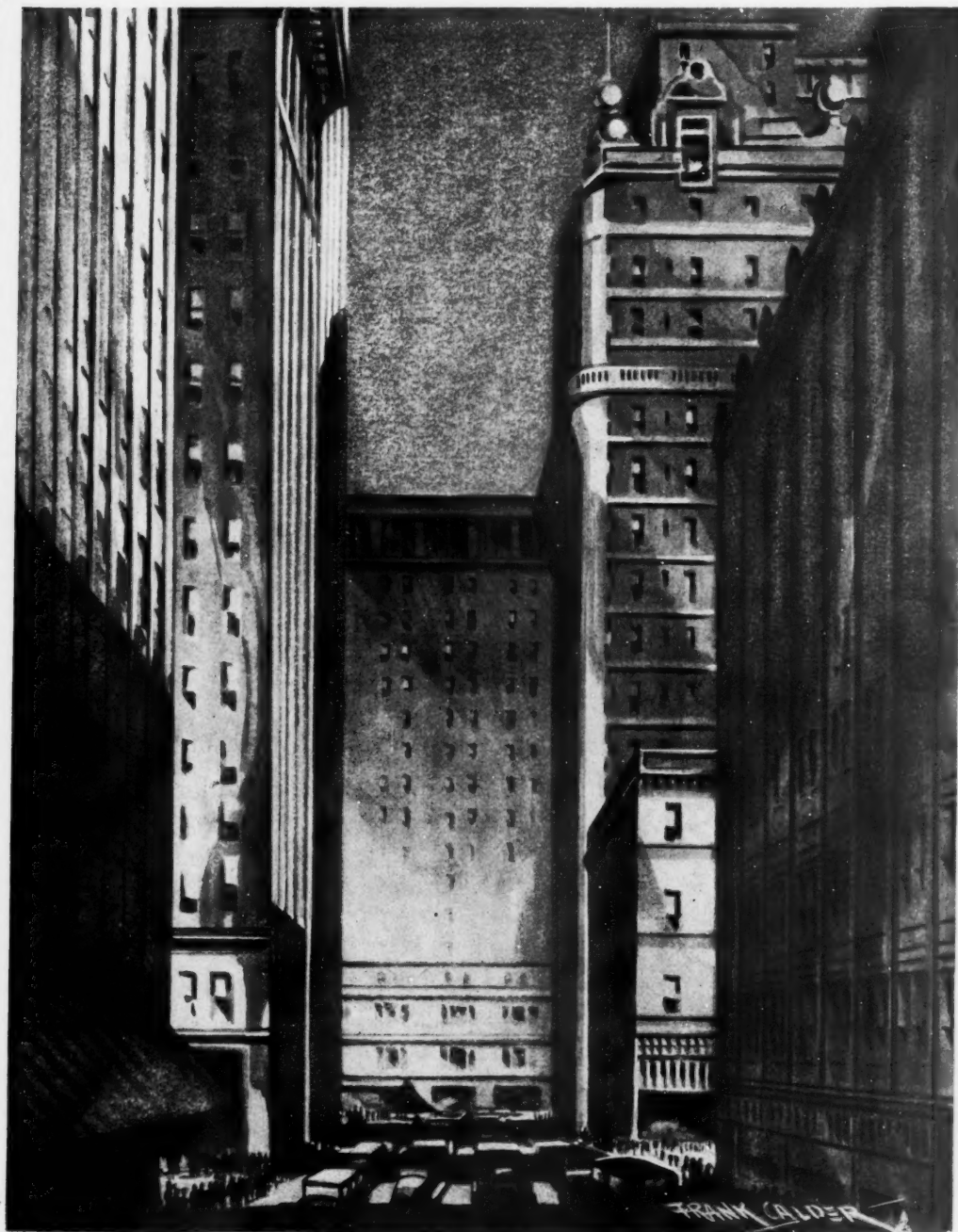


DALLAS

OFFICIAL PUBLICATION *of the* DALLAS CHAMBER of COMMERCE



Painted by Frank Calder

Akard Street, from Elm to Commerce



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A new measure of newspaper enjoyment in the evenings--a sparkling paper, deep-laden with news and entertainment--a regular Ace of a paper--that's the Greater Dallas Journal today.

Sweeping improvements, coming in rapid succession since the first of the year, have given The Journal a new, delightful individuality. Enlargements to its news service have brought a redoubled supply of world news, including full daily quotations from the New York stock, bond and curb markets.

Popular response has been widespread. Circulation passed the 40,000 mark before the end of January.

The Greater DALLAS JOURNAL

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You are invited to visit our new
and attractive office furniture and
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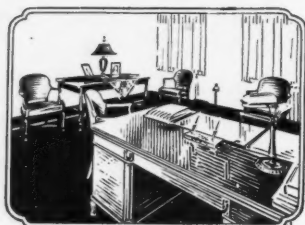
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Interesting Offices



*Where Important
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Business men of Dallas are paying more and more attention to the comfort and appearance of their office, selecting furniture capable of reflecting the character and symbolizing the quality ideals for which their business stands.

Doten-Dunton Masterpiece Suites are the natural equipment for offices of this kind. There must be reasons why more and more Dallas business men choose Doten-Dunton equipment.

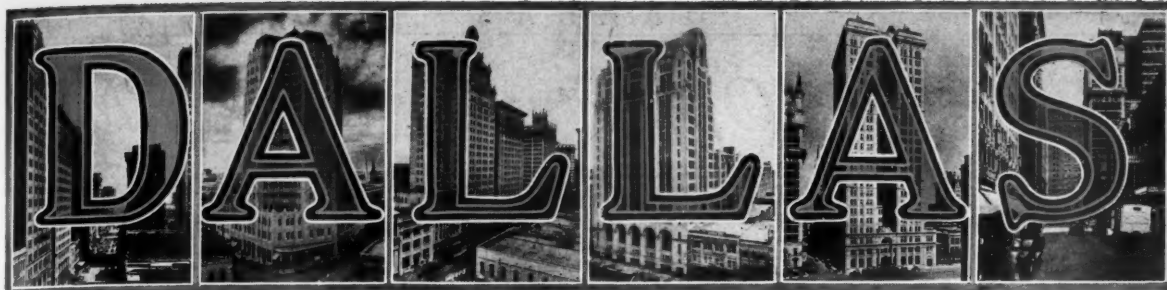
DESK HEADQUARTERS

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DALLAS, TEXAS

COMMERCIAL STATIONERS



OFFICIAL PUBLICATION OF THE DALLAS CHAMBER OF COMMERCE

Volume 7

February, 1928

No. 2

Payrolls and Prosperity

Many New Industries Are Assured for Dallas in 1928

By E. R. BROWN, President, Dallas Chamber of Commerce

THE creation of an "industrial consciousness" is an absolute essential if Dallas is to keep pace with older cities in the development of its industrial growth. Our own people must believe in the necessity of such development and must be willing to back this belief by an investment in the securities offered.

The future of Dallas will undoubtedly be measured by the yardstick of its industrial growth. Expected or desired increases in population must be translated into "jobs". Population will inevitably follow employment, and unemployment accentuated by an increasing population becomes an increasing liability. Payrolls and prosperity go hand in hand. The one sure way to secure an industry promptly is to build that industry under the direction of competent local men and from the proceeds of local investments.

The outlook for the industrial progress of Dallas during 1928 is a very satisfactory one. During January, the coming of more really worthwhile institutions was assured than during any one month within the past several years. The Industrial Department reports more active prospects than for any similar period in recent years. The decentralization of industry is becoming more marked, and more institutions are recognizing the necessity of establishing themselves in the midst of productive trade areas within reach of the clientele they wish to serve.

The Southwest Textile Mill is being organized at this time and local capital is building it. This mill will employ approximately four hundred people. This will be followed by a finishing and dyeing plant which will enable Dallas to make a strong bid for the finishing and dyeing business of the entire Southwest. This will be followed by other needed and recommended plants based upon the report of Lockwood, Greene & Company

in their recent industrial survey. The day of accidental growth in American cities is over; the growth now is on purpose. The limits of any city are fixed by citizens of that city; no one else has anything to do with determining this. Dallas will go just as far as the visions of its citizens dictate.

Dallas should make a very careful survey of every phase of machinery employed by larger cities in the clearing of all types of commerce. What we find lacking we should install. Such a course would not be an experiment—it would simply be the taking of these proven parts of our commercial machinery, adjusting them to this particular area, and, under proper management, assuring success.

Any industrial expansion of large proportions makes necessary the creation of industrial securities and the means of distributing

these securities to the general public. This phase should be given very careful thought as it affects the entire industrial program of Dallas and the Southwest.

The industrial outlook for Dallas is indeed encouraging.

If each individual will lend a full support to this program; will encourage the investment in approved local securities; will lend such support as is possible to the general industrial program in all of its needs, the future of Dallas and this area will be assured.

Truly the pen that writes the future history of this area will write it in terms of its industrial expansion.

Let's be very sure we equip ourselves just as completely for the prompt clearing of all types of business as any other city is equipped—not as elaborately perhaps, nor as large, but as completely, so that no weak link will be found in the chain that binds together our industrial destiny.

"I found it difficult to convince my associates that I was not exaggerating when I made my first report after a visit to Dallas. They could not seem to realize that such opportunities could have passed general notice."—C. P. Wood, industrial engineer with Lockwood, Greene & Co.

Industrial Opportunities in Dallas

Engineers Name Specifically Thirty-eight Lines of Industry That Should Succeed Here

(Editor's Note: This is the second of a series of articles summarizing the Industrial Survey of Dallas recently completed by Lockwood, Greene & Company. The next article will deal with the labor supply and labor conditions.)

IN MAKING their recommendations for the future industrial growth of Dallas, Lockwood, Greene & Company specifically mention thirty-eight distinct lines of manufacturing for which favorable conditions exist at Dallas. The following are recommended as attractive fields for new manufacturing enterprises:

"This report is limited to the opportunities of the immediate future and to the district that can be served profitably from Dallas. Therefore, the larger and more remote developments must be left unmentioned while attention is invited to the following specific manufacturing prospects:

"Canning and Preserving Fruits and Vegetables: This is a seasonable industry requiring a large number of female employees. Such labor seeks employment in Dallas and such an industry encourages farming, truck gardening and fruit growing in the surrounding district. The country around Dallas already produces a variety of fruits and vegetables and could produce more.

"Dairy Products: Dairying is another industry that produces income for nearby farming sections at the same time that it supports the manufacture of living necessities. Dallas is favorably situated both as to markets for dairy products and as to good dairy farming country.

"Glass Bottles and Jars: The Dallas Chamber of Commerce has prepared a special report on the opportunity for a glass bottle factory. The report shows that a large number of soft drink, milk and miscellaneous bottles and jars are already used in or shipped from Dallas; that natural gas is available at low rates, and that sand suitable for making bottles is found near Dallas. See also "Natural Resources."

"Boots and Shoes: A shoe factory would be a natural outgrowth of the present shoe jobbing business done in Dallas. Starting with a simple pattern sold to workmen, it is thought that a factory of considerable size could be supported by local wholesale shoe dealers. Shoe manufacturing requires some skilled labor which would have to be imported, but a good working force could be built up locally from a skilled nucleus. The same thing has been done in St. Louis and in Lynchburg, Virginia.

"Men's Clothing: A good start has been made in making men's clothing in Dallas, but the total amount of business done justifies much more

manufacturing in this line. Labor is already found to be adaptable to making overalls and work clothing, shirts, caps, ties and underwear. There is more to be done in making outer garments, especially summer weights.

"Women's Clothing: A visit to the annual Dallas Fashion Show would convince anyone that the manufacture of a full line of women's apparel, from undergarments to dresses and millinery, is well started and growing rapidly as a leading Dallas industry. The success of the pioneers and the supply of skilled labor that has been trained will attract new manufacturers in this line. On account of its importance as a jobbing and distribution center and the good start already made, Dallas may expect to grow in importance as a manufacturing point for both men's and women's clothing.

"Cloth Sponging and Refinishing: Refinishing worsted and woolen goods is a small but important adjunct to the manufacture of men's and women's outer garments. Opportunities for these refinishing plants will increase with the development of the garment-making business. The finishing of cotton goods is the subject of another paragraph below.

"Cotton Goods: The success of cotton mills in the Southeast is a continued source of interest in Dallas, as it may indicate the development of this industry in the Southwest and particularly in Texas. Mills already running in Dallas and other Texas places encourage the prediction that the industry will grow in Texas. Special reports on cotton mill prospects are available to the Dallas Chamber of Commerce. Opportunities have been found to manufacture specified lines of goods for consumption in the Dallas market. The Southwest raises over half of the Nation's cotton crop. Cheap electric power and labor suitable for cotton mills are available."

Other parts of this report review the power rates and the wage scale of Texas mills as compared with mills in other sections. Texas wages appear to be about 70% of New England and about the same as average Southeastern wages, although higher than at some Southeastern points.

"The inducement for building a mill in Dallas would be that housing is already provided for operatives, whereas a mill in a small place usually has to build a village to take care of its help. If the mill can get steady help in the city without having to build houses or to pay excessive wages, the city is a good place for the mill. But if the city location involves wages so much higher than country wages that the difference would be more than the fixed charges on a mill

village, then the mill can do better in a smaller place. Present prospects are somewhat discouraging on account of the depression and overproduction in the industry as a whole.

"Knit Goods: The production of knit underwear and hosiery, both cotton and silk, is adaptable to Dallas. Opportunities are limited by the low prices of surplus products from other sections where there is overproduction. This condition may change and become more favorable to Dallas as the local demand increases. The manufacture of knit goods can be started in a small way with only a few skilled operatives.

"Dyeing and Finishing: A special report on a dyehouse for cotton goods has been prepared for the Dallas Chamber of Commerce. An opportunity has been found for such a plant. The local well water supply, naturally hard, can be made suitable by simple treatment.

"Cotton Smallwares: Under this heading a number of operations may be included. These range from the manufacture of awnings, tents, and tarpaulins, to handkerchiefs, tablecloths, sporting goods, and many other articles in general use. Success depends upon the ingenuity and merchandising ability of the manufacturer.

"Furniture: Some furniture is being made in Dallas and much more is being shipped through Dallas. Furniture is easily damaged in shipment. It takes up large space compared with its weight and therefore transportation costs are high. It is more economical to ship lumber to the distribution point and manufacture furniture near the point of consumption. Good labor can be obtained in Dallas for furniture manufacturing. A variety of woods can be shipped in from Arkansas, Louisiana and East Texas and assembled in Dallas at costs that compare favorably with similar costs at present furniture manufacturing centers.

"Furniture manufacturing is one of the good opportunities in Dallas. Careful attention to the design of the product and its adaptation to the needs of the consumer are important considerations which should lead to good results. Included with furniture manufacturing are such generally used articles as window shades and fixtures.

"Woodwork: This division includes planing mill products, window and door screens and specialties made of wood, but not generally classified as furniture. The woodworking industry should keep pace with the growing population of Dallas, because it is one of the industries that makes local building operations self-supporting

(Continued on page 26)

Building on Faith and Facts

Manufacturers Tell Why They Have Expanded Their Dallas Plants

"You ask me why we have expanded our plant. The answer is patent: We didn't. Our customers did that for us. In other words, they issued orders, and if we hadn't obeyed we would shortly find ourselves without orders. The business was there, and some one else would have sensed the opportunity, stepped in—and we would probably be calling him 'lucky!'"

This might well be considered the epilogue of what is to follow. It is, in a summary, the sentiment of those Dallas manufacturers who have seen fit to expand their operations during 1927—and those who sensed the opportunity for a new plant.

And as to sensing opportunities—let us look to those fifty-one manufacturing plants which started operations during the twelve months of 1927. It is a well-known fact that the average man will readily agree with you that yours is a "whale of an idea—should succeed without a single hitch." He does that rather than think it out—rather than go to the trouble of having an original idea. But will he as readily put up his cash with his conversation? He will not. Consequently, when we found, in compiling the records for the year, that Dallas had suddenly "snapped out of it," we set about seeing just what sort of a complex was responsible, so that we could tell you how it was done. And we have a motive in telling you. For instance, we realize:

Dallas is so accustomed to the unusual, so prone to believe that the impossible elsewhere is the prosaic, work-a-day here, that a really outstanding accomplishment is taken as part of the day's work, casually received and quickly overlooked.

In review, we shall take you on this visit with us. In the end, you will know the story as well as we—and it is some story!

Could you, on a moment's notice, tell why a Dallas plant should enlarge its investment here, rather than put a second plant elsewhere? Neither could we when we started out, so we made that our first question wherever we visited. You will probably be asked next summer by some vacation acquaintance so we'll give you the answer in advance, as related to us by

Guiberson Corporation

R. S. HASELTINE, Vice President and General Manager of The Guiberson Corporation, who have just recently enlarged their already large plant. He says:

"You ask why our company saw fit to increase its investment in industry in Dallas, and I very gladly tell you that the erecting of our plant for the manufacture of oil well specialties in Dallas in the first place was because

it was our judgment that Dallas was absolutely central, so far as oil field operations in the United States are concerned. This judgment has been confirmed by the business we have developed in oil fields of the United States. Our distribution to customers has been uniformly good, and in a great majority of cases we have been able to give them overnight express shipments upon call.

"We, therefore, naturally stayed here when it came time to expand. We have had excellent labor conditions and a wonderful city in which to live. Our manufacturing costs have been well within reason, and our marketing facilities could not be improved. Why shouldn't we stay and grow in Dallas?"

You can readily see that the terms have been reversed, and frankly, we were unable to give any satisfactory answer to Mr. Haseltine's parting question.

Mosher Steel

HOWEVER, we weren't satisfied with one answer, so we went farther afield. We crossed town, and, just inside the city limits on the northwest we found the fine, new plant of Mosher Steel & Machinery Company—old-timers, who have been here some forty years. Here, we thought, will be found an answer, based on experience and seasoned by time, that will help us to our conclusion. So we asked

T. J. Mosher, Vice President of that firm, and recently elected President of the Dallas Manufacturers' Association. Their business includes many items for the building trades, and, despite a year of low building permits, they practically doubled their plant, and replaced all of their machine shop equipment with new. His answer was to the point, and knockers please note:

"Our business had entirely outgrown the old plant. We believe, too, that Texas is due for the greatest industrial expansion it has known, and that Dallas will get its share of it. Through the efforts of the Chamber of Commerce new freight rates have been secured which will enable Dallas to reach an even larger territory."

"Texas has the raw materials, power, favorable labor conditions and an increasing market. Our own citizens will increase their investments and outside capital will see an opportunity for profitable investment.

"So we are building this new plant to properly take care of the growing demands we are confident we will have in 1928."

Manufacturing Jobbers

RETURNING to the wholesale district—or rather to what is generally regarded as the wholesale dis-

trict—we find our picture continuing with considerable elaboration and emphasis. Yesterday's "jobbers" are fast becoming today's manufacturers. Changing modes in merchandising, a better understanding of economics, have all contributed to the change. For instance, the "storekeeper" of yore, who "went to market" twice a year, in the spring and fall, has been supplanted by a class of business men who realize the importance of such factors as turnover, advertising, close margins and style in merchandise. As a result, the wholesaler's margin is reduced to the point where he either becomes a manufacturer, or competition becomes oppressive.

It takes real faith in the possibilities of a territory to make so radical a change. It takes more than faith—it takes initiative, backed by cold cash. And all around us we find it evidencing itself. For instance, we next called on

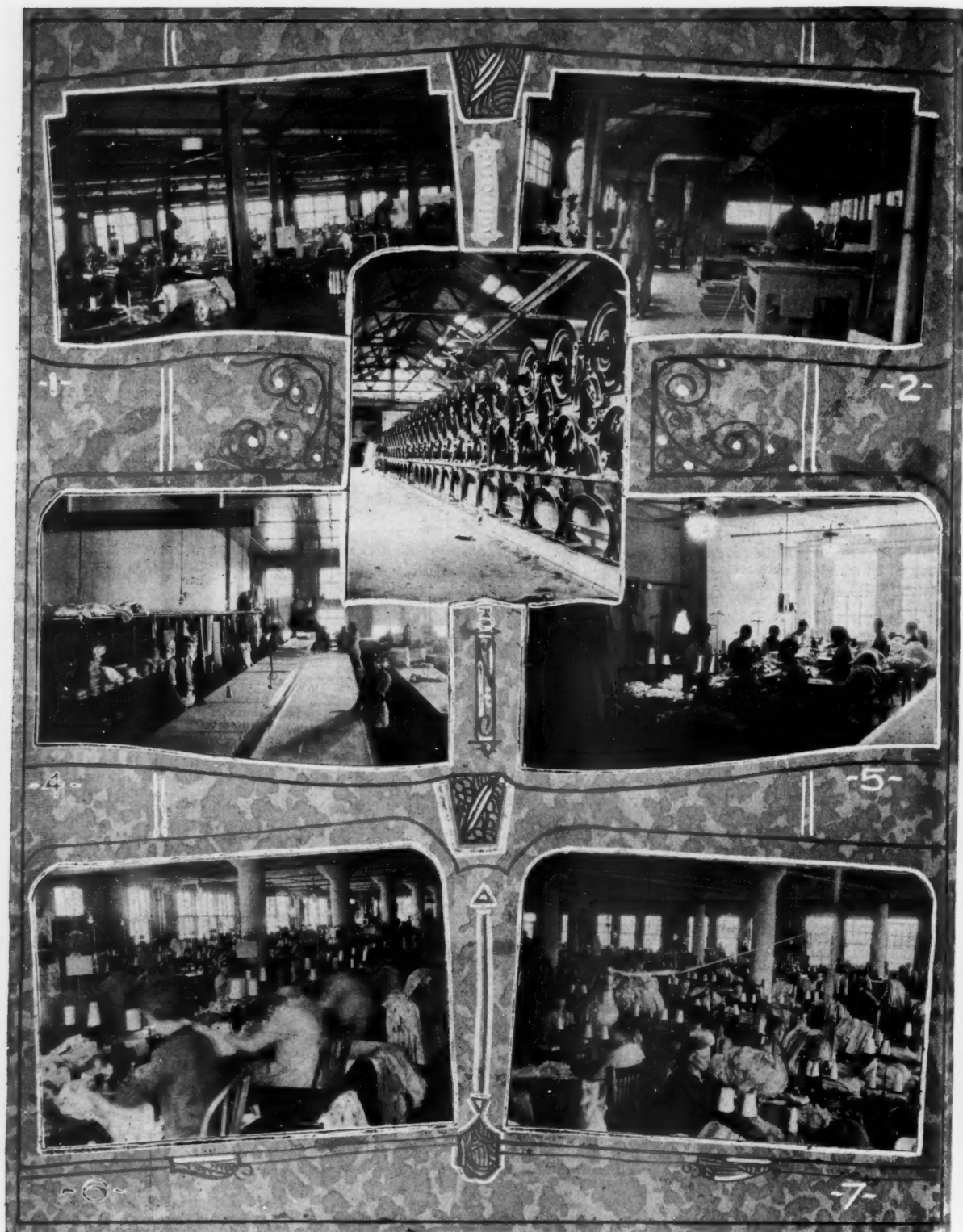
E. L. Blanchard, who is Sales Manager for Higginbotham-Bailey-Logan Company. One of the first firms to realize the new trend, they long ago entered manufacturing fields, and are continuing a policy that has proved more than profitable.

Mr. Blanchard said: "During the year we added our eighth factory, manufacturing men's and boy's dress pants and summer weight suits—seersucker, tropical worsteds, palm beach and other similar cloths. Plans are now under way to add the ninth factory of our group, to make men's and boy's top coats and heavy suits—woolens, worsteds, etc. We believe that this field offers vast possibilities, and our expansion will keep pace with the growth of our business. We are in the manufacturing business to stay, because we feel that we can better serve this trade territory by manufacturing our merchandise—merchandise that is particularly adapted to the needs of the people in it.

"Further, we not only have an unexcelled market for such consumer merchandise in the densely populated area around Dallas, but, what is more important, as manufacturers we can sell profitably in territory far beyond the bounds of the accepted 'Dallas territory'. We are convinced that Dallas will become the largest manufacturing center in the Southwest for products having an immediate sale to the consumer. This has been proven to us more conclusively by our success with some of our other products, such as Warwick Dress Shirts and Virginia Hart Dresses."

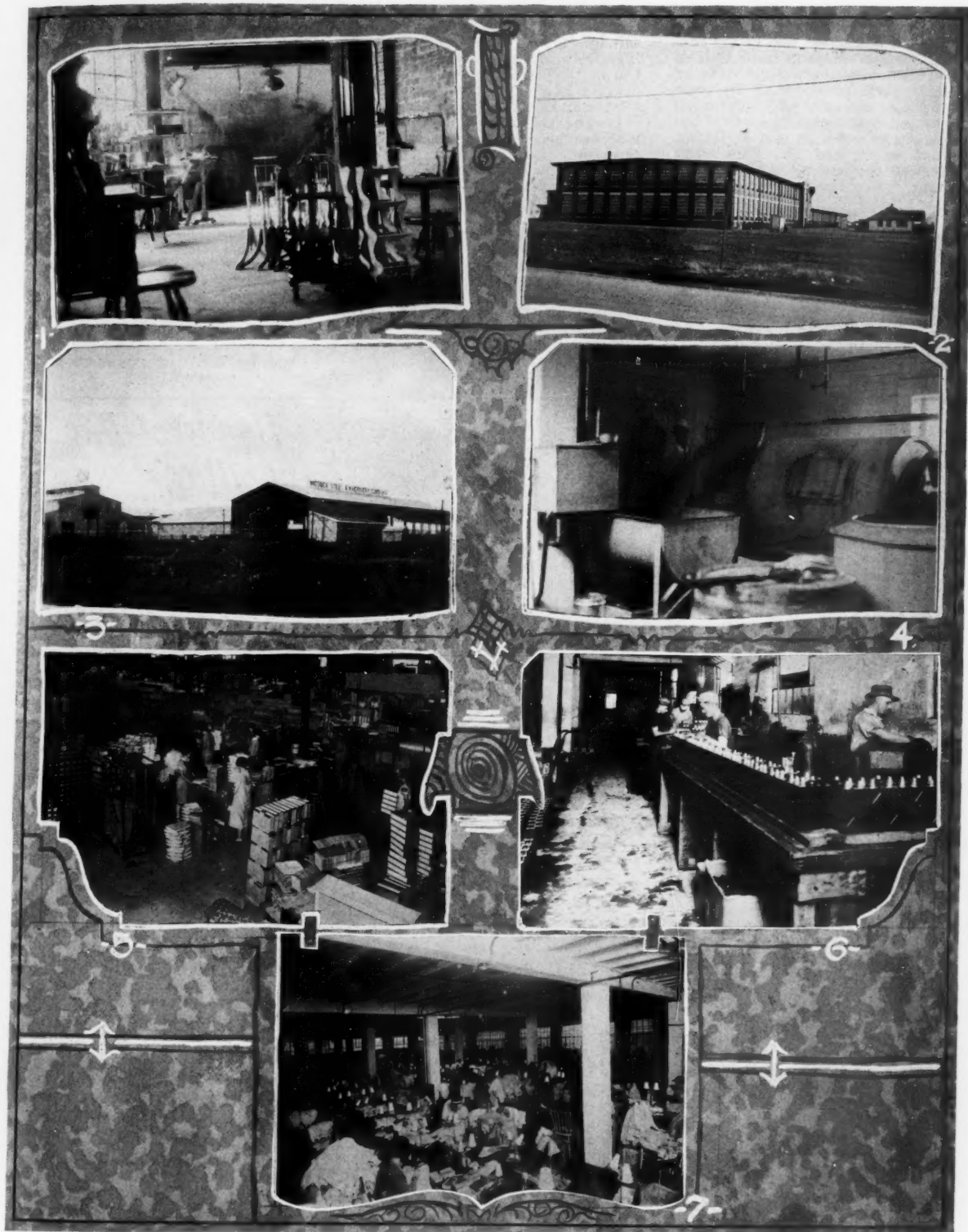
Perhaps you have already noted the significant thing in this statement. We repeat: "We are convinced that Dallas will become the largest manufacturing

(Continued on page 10)



BUILDING WITH DALLAS

With a record of enviable achievement behind them and with an unflinching faith in Dallas the seven firms pictured above have seen fit to expand their business and to add to their output during the last year. They are: 1. The Guiberson Corporation. 2. Texas Hardwood and Supply Co. 3. Oak Cliff Paper Mills. 4. Justin McCarty, Inc.. 5. Sally Frances Manufacturing Co. 6. Higginbotham-Bailey-Logan Co. 7. Perkins Dry Goods Company.



PREPARING FOR MORE BUSINESS

The feeling that Dallas will grow indefinitely and that only those concerns that keep pace with that growth can flourish here guided the above concerns to expand their plants during the year just passed. They are: 1. Novelty Art Company. 2. Dallas Textile Mill. 3. Mosher Steel and Machinery Co. 4. Texas Margarine Company. 5. Pollock Paper and Box Company. 6. Moore Bros. Electric Company. 7. Marcy Lee Manufacturing Company.

Building On Faith and Facts

(Continued from page 7)

center in the Southwest for products having an immediate sale to the consumer." Get out your map; look at that area within overnight ride of Dallas. Look carefully at the ever-increasing number of substantial towns and cities, whose growth is immediately reflected in that of Dallas. Reflect on it, and Mr. Blanchard's statement becomes all the more important.

Textile Mill

WE have now called on four firms who deal more or less directly with the users of their products. Suppose we call on one of those manufacturers whose product is known principally through its secondary usage—as it comes from a second or "processing" manufacturer. We'll go over and see

A. Culberson, Vice President and General Manager of C. R. Miller Manufacturing Company. These people are now operating textile mills from Oklahoma to Mexico, producing such materials as ducks, osnaburgs, denims, etc.—and are little known to John Citizens who may purchase their products in the form of a tent, or a pair of overalls.

We found Mr. Culberson in, and asked him, without further ado, why his firm saw fit to double their capacity in their Dallas plant during the year. His answer was to the point—and interesting for that reason. In brief:

"The past few years have developed a decided increase in the consuming power of staple commodities in the Middle West, and with the accessibility which Dallas enjoys to these markets, there is every opportunity for Dallas-made products.

"This increase in consuming power has been reflected in the demand for our products in textile fabrics. Buyers have learned that it is no longer necessary to go to the Eastern States for cotton goods of high quality, and this growing demand has made it necessary to increase our plant capacity to take care of this development. Dallas is located so that it enjoys many ideal advantages, both from the manufacturing standpoint and from the distributing point of view. Manufacturers like ourselves are rapidly coming to appreciate these advantages."

Well, there it is. You now have the views of industrialists in widely-diversified lines. Their products are exceedingly dissimilar; their approach equally different, yet their answers are as uniform as though written by the same man.

Market Boundaries

WE call attention to this fact. The old fallacy of treating the United States as an economic unit is rapidly being dissipated. It will continue to lose vogue with every new investigation. The Department of Commerce now treats it as nine distinct territories, based on careful investigation over a long period of years.

If this be true, it behooves us to follow it through to its natural conclusion—an attempt to serve that territory within which we are situated through further investment in local industry. The start has been made. During the year, fifty-one separate endeavors have been made, besides the expansion on the part of others.

It does not mean that one should rush headlong into manufacturing enterprises. Just as much business acumen—just as careful study of territorial requirements—is needed here and now, as was ever needed here or elsewhere.

But it is our major problem. With it lies the destiny of Dallas. Unless we continue on our way to its solution, some other Southwestern city will do so. Never has there been a time when competition was keener—not only among producers, but among cities as well. It is a generally recognized fact that one city may offer vastly superior facilities to another

for any given enterprise. It is our business—and your business—to ascertain those for which Dallas offers outstanding opportunities, heed the constant knocking at our doors, and act. If we do, our place in the sun is assured. If we do not, our success will be but mediocre at the best, and we will attempt tomorrow what should have been done today.

Here at your Chamber of Commerce is a staff whose business it is to aid you. It is the business of that staff to supply you with the necessary facts which will be of assistance in arriving at the proper conclusion.

No effort has been spared in collecting and compiling the facts. They are here now. They are yours for the asking. It is up to you to ask.

And, even as these lines are written, comes evidence of their value. On the horizon is a \$900,000 textile mill. In the offing is a finishing and dyeing plant. But eternal vigilance is the price of success!

General Motors Finance Office Moved to Dallas



ELECTION of Dallas as headquarters for a branch of the Frigidaire and Delco-Light division of General Motors Acceptance Corporation was announced late in January, following the arrival here of 22 workers from Dayton, Ohio, to form the basis of the organization.

A. E. Scheidt, assistant manager in charge of the new branch, directed establishment of headquarters at 900 Athletic Building. The new branch was moved bodily from Dayton. Supervision of Dallas operations will be conducted from central headquarters in Dayton.

All financing of Frigidaire and Delco-Light time payment sales will be handled through the Dallas office for the following territory: Wichita, Kansas, Oklahoma City, El Paso, San Antonio, Houston, New Orleans, Little Rock, Fort Worth and Dallas.

The Dallas branch is one of five being opened in key cities throughout the country to carry out the G. M. A. C. policy of faster and better service to purchasers as well as Frigidaire and Delco-Light dealers, Mr. Scheidt said. Other cities where branches will be opened are: San Francisco, Omaha, Atlanta and New York.

Clothing Factory Under Construction

The Masterbilt Tailoring Company, Inc., has leased the second floor of a building at Young and Browder Streets. M. M. Blakeney, president of the company, announces that the new corporation will specialize in custom-made clothes with a contemplated output of 300 suits a week.

Texas Publication House On McKinney Avenue

The Texas Publication House has moved into its new quarters at McKinney Avenue and Fairmount Street, where they have installed one of the Southwest's most modern printing establishments. Officers of the company are Travis Campbell, president; Will S. Henson, vice president, and M. H. Hughey, secretary-treasurer.

Contract for the new \$250,000 plant of the Southern Ornamental Iron Works, near Arlington, has been let to a Dallas concern, Churchill-Humphrey Company, according to announce-

ment by T. C. Anderson, general manager. Stockholders in the iron works are principally Dallas men. Frank E. Austin is president.

Victory Wilson Has New Home

Victory Wilson, Inc., moved into its new quarters on the second floor of the Marvin Building early this month, considerably increasing its space, and making a more attractive display of merchandise.

Victory Wilson opened its doors twelve years ago at 1520 Main Street. In September, 1919, the store was removed to 1613½ Main Street, having outgrown its original location. A second store was opened in Ft. Worth and since then stores have been opened in San Antonio, Houston, Memphis and Amarillo.

In telling of the growth of the company, Jas. K. Wilson, president, told of opening the original store with \$2,000 borrowed capital. During that first year the concern did a business of \$35,000. During 1927 the business amounted to approximately \$1,250,000.

Other New Concerns for January

The following is a list of other new concerns opened for business in Dallas during the month of January recorded at the Chamebr of Commerce.

RETAIL

Nash Texas Company, 2205 Live Oak, automobiles, wholesale and retail; C. R. Nachtrieb, vice president and general manager.

Bradshaw Motor Co., 901-3 S. Ervay, automobile distributor; H. D. Bradshaw, general manager.

Robertson-Skaggs Tire Co., Maple Avenue and Lucas Drive, tires and batteries; Bates Robertson and H. H. Skaggs, co-partners.

Kesterson Typesetting Co., 2506 McKinney, typesetting; Ray Kesterson, owner.

Miles Printing Co., E. Basement Interurban Bldg., commercial printing; David Miles, owner.

Ewell M. Garner, 5438 E. Grand Avenue; welding.

Mandeville Auto Top Paint Co., 2100 Pacific, auto painting, upholstering, repair; C. E. Mandeville, owner.

La Boheme, 1004 Ross Avenue, cafe; J. T. Brennan, manager.

Liberty Garage, 4221 Bryan, auto repairing; J. A. Cooper and G. C. Frazier, co-partners.

Automotive Ignition & Battery Exchange Co., 804 S. Pearl, generators and batteries; C. R. Kinkaid, manager.

Jacqueline Millinery Shop, Melrose Court, millinery; Mrs. Arthur Rose, manager.

BRANCHES

James E. Bennett & Co., 324 Allen Bldg., home office—Chicago, general commission and brokerage; H. G. Thomas, manager.

L. Mundet & Son, Inc., 1001 Camp Street, cork products, home office—Brooklyn, N. Y.; T. H. Page, branch manager.

V. Vivaudou, Inc., Mercantile Bank Bldg., home office—New York, toilet articles; E. H. Rutledge, district manager.

Mangel's, 1804 Elm, home office—New York; women's ready-to-wear.

Murchison Oil Co., 1415 American Exch. Bank Bldg., home office—Wichita Falls, oil drilling and leasing; C. W. Murchison, general manager.

Los Angeles Soap Co., 4th floor Santa Fe Bldg., 2nd Unit, home office—Los Angeles, soap manufacturers; J. C. Olsen, manager Dallas division.

National Lumber Manufacturers Assn., 1610 Kirby Bldg., home office—Chicago, lumber trade extension; Walter H. Scales, district manager.

W. L. Slayton & Co., 729 Fidelity Union Bldg., Toledo, Ohio, municipal bonds; J. G. Moss, manager.

National Steel Barrel Company, 511 Magnolia Bldg., home office—Cleveland, Ohio, filling station equipment; Leonard C. Hodges, manager.

Southern States Life Insurance Co., 1127 Kirby Bldg., home office—Atlanta, Georgia, life insurance; Henry T. Hinsch, general agent.

Avery Company of Texas, 426 Santa Fe Bldg., home office—Peoria, Illinois, farm and road machinery; C. A. McCline, manager.

WHOLESALESAERS

W. V. Williams, 1205-A, Commerce; ready-to-wear.

Echols-Ogburn Millinery Co., 1014 Commerce, manufacturer and wholesaler of millinery; R. B. Echols, owner.

Dallas Marcel Waver Co., 301 Melba Bldg., beauty parlor equipment; A. P. Bryan, manager and owner.

M. B. Cohn Garment Co., 1205 Commerce, ready-to-wear; M. B. Cohn, manager.

Moore Wall Paper & Paint Co., 417 N. Harwood, wall paper; J. P. Moore, president.

Thompson Can Co., 1804 South Austin St., E. R. Thompson, president; tin cans.

Geo. E. Anderson Co., 502 Allen Bldg., radio and electrical goods; Geo. E. Anderson, mgr.

Newton Holloway, 304 Wholesale Merchants Bldg., dry goods; Newton Holloway, manager.

Miller Uniform Company, 835 Allen Bldg., uniforms; Ernest Miller, manager.

Hodges & Duke, 612 Republic Bank Bldg., manufacturers agents; L. C. Hodges and J. P. Duke, co-partners.

French-Ruth Hat Company, Inc., 307 Wholesale Merchants Bldg., wholesale millinery; French Davis and Ruth Hagan, co-partners.

Hammond & Haley, 905 Commerce, silks and cotton piece goods; M. F. Haley and C. M. Hammond, co-partners.

MANUFACTURERS

Dallas Creamery Supply Mfg. Co., 1921 N. Pearl, retinning; A. Shub, manager.

Dudley-Harrison Co., Inc., 323 Mercantile Bank Bldg., cigarette cases; R. R. Dudley, president.

Texas Oak Flooring Co., Maple Ave. Road, oak flooring; R. Jemison, manager.



JAMES K. WILSON
President, Victory Wilson, Inc.

Steller State Products Co., 3003 Ruth, drugs; E. H. Moss, manager.

Craddock Food Products Co., 1611 N. Haskell, mfgs. chili powder and grocer specialties; Joe E. Craddock, Jr., owner.

Prestige Bakery, 1405 Greenville Avenue, bakery; W. E. Rice, manager.

Korn Kookies Co., 3306 Swiss Avenue, popcorn confections; Homer Waid, manager.

MISCELLANEOUS

N. G. Landrum, 915 Marvin Bldg.; city and farm loans.

Homestead Life Assn., 703 Dallas National Bank Bldg., life insurance; C. A. Mixon, manager.

W. I. Cole, 312 Central Bank Bldg.; architect.

Frank H. Calder, 106 Gaston Bldg.; commercial artist.

Ardrey & Ardrey, 623-A, Santa Fe Bldg., general insurance; H. D. Ardrey, manager.

Joe Campbell Loan & Ins. Co., 405 Andrews Bldg.; loans and investments.

C. L. West & Company, 725 Fidelity Union Bldg.; investment bonds.

Scientific Bath Company, 210 Andrews Bldg., steam and electric baths; Francis McKinley, manager.

J. McDonald & Sons, 505 Sw. Life Bldg.; real estate.

W. J. Lang Company, 306 Wholesale Merchants' Bldg.; buying office for dry goods stores.

A. Bailey Company, 306 Wholesale Merchants' Bldg.; buying office for dry goods stores.

A. J. Hoff & Company, 716 Marvin Bldg.; contractors.

Fidelity Union Life Insurance Co., life insurance; Fidelity Union Bldg.

M. B. Cohn Garment Company, ladies' ready-to-wear-wholesale; 1205 Commerce St.

Glick Bros., Inc., women's wear—retail; 1602 Elm Street.

Chas. J. Lowry, garage, auto repairs, generator and battery service; 1713-15 N. Akard Street.

North Texas Cotton Breeders Assn., breeders New & Better cotton; 1212 Praetorian Bldg.

J. L. O'Hearn, steel products—engineer; 1230 Athletic Club Bldg.

Singleton's Dyeing & Dry Cleaning Co., dyeing and dry cleaning; 633 W. Davis St.

International Distributing Co., inks, adhesives, carbon paper and ribbons, distributors; 721 Santa Fe Building.

B. & J. Sales Company, salvage; 2528 Pacific Avenue.

Automotive Parts Warehousing, Inc., Cleveland, O.; Southwestern branch, Santa Fe Building; distributors for Dall Motor Parts Company, Cleveland, and several other manufacturers of automobile replacement parts.



Shown above is the personnel of the new Dallas branch of the Frigidaire and Delco-Light General Motors Acceptance Corporation division. A. E. Scheidt is assistant manager in charge. N. E. Martindale is credit manager, and H. F. Myers, accounts manager. In the group, from left to right: **FIRST ROW**—Mr. Martindale, Mr. Scheidt, Mr. Myers. **SECOND ROW**—R. J. Hall, Mrs. Hester Best, Miss Gertrude Zimmerle, Miss Mildred Grey, Miss Wilma Loxley, P. W. Sture. **THIRD ROW**—L. D. Schoonover, F. E. Osman, Mrs. Gathle Kraft, Mrs. Ruth Osborne, Miss Alice Stockslager, T. G. Fleming. **FOURTH ROW**—H. R. Whitmore, Miss Lillian Booth, Miss Anna Ryan, Miss Charlotte Barr, Miss Pauline Cox, W. P. Sigler.



Dallas

Official Organ of the Chamber of Commerce, published monthly

E. C. WALLIS, EDITOR
EARL Y. BATEMAN, BUSINESS MGR.

Vol. 7 February, 1928 No. 2

DALLAS CHAMBER OF COMMERCE OFFICERS

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R. L. Thornton

THREE-YEAR TERM

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Herman Phillips	Pres. Retail Mer. Assn.
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Kessler Plan Association—Dr. E. H. Cary, Pres.; John E. Surratt, Secretary.

OFFICE: Chamber of Commerce Building, 1101 Commerce St., corner Martin. Telephone 2-5425

SUBSCRIPTION \$1.50 A YEAR; 15c A COPY
ADVERTISING RATES ON APPLICATION

EDITORIALS

DALLAS GETS WEST TEXAS TRADE

DALLAS is getting much of the West Texas trade, in spite of a general opinion to the contrary, declares Dr. William J. Reilly, in charge of the market studies of the bureau of business research of the University of Texas. "The peculiar situation which has been misleading is simply this," Dr. Reilly said in an interview in the Dallas News. "Because there is a large city immediately west of Dallas some have too quickly assumed that that city holds an advantage over Dallas in any West Texas location.

"It is true that this neighboring city to the west interrupts the dominating position of Dallas in the retail trade territory, for some distance to the west of Dallas. But data gathered on the trade territories of the two cities show that when one passes the 140-mile mark west of Dallas, the Dallas market begins to assume a dominating position.

"Because Dallas is larger than its western neighbor, because it is a center for the assembly, sale and redistribution of products and because the Dallas high-grade specialty retail stores which handle merchandise that people are willing to travel some distance to secure. Dallas has been strong enough to draw West Texas trade in spite of any other intermediate markets," Dr. Reilly declared.

"There are some other interesting reasons for this consumer shift in favor of the Dallas market as one goes farther west. In the first place, when the consumer has already traveled 100 miles or more to reach the selections and lines of special merchandise, particularly style goods, offered in a large city, that customer is usually willing to travel a little farther, if by doing so she can reach a still larger market. And, second, because the most important city of the west is so near Dallas, because the roads are so good and because the transportation system is so well developed between the two cities, Dallas draws some trade that it probably would not enjoy if it were, let us say, 100 miles farther from its western neighbor.

Shoppers Want Amusement

"In the third place, it is well to remember that when people from out of town arrange their shopping trips they are quite likely to favor that city which has the most attractive amusement facilities, and Dallas, because it is the largest city within hundreds of miles, is able to maintain more theaters, support more musical attractions and sporting events than any one of its smaller neighbors.

"One important reason for the common misapprehension concerning the retail trade territory of the Dallas market is that maps representing this trade territory have usually been drawn with the western boundary fifteen or twenty miles west of the city. But an examination of actual trade lines shows that the dominating position of the Dallas retail market does not suddenly stop west of the city. In fact, a line is an inappropriate symbol for representing the trade territory of any city, for the simple reason that markets do not behave that way. They do not come up to any given line and suddenly stop. Trade territories of cities almost invariably overlap.

"This peculiar market situation, involving the relation between the retail trade territories of two cities indicates that, contrary to the common notion, Dallas is by no means blocked in the western progress of its trade territory. In fact, there is a rich potential retail market in West Texas which is now being dominated by and which can be further developed by Dallas merchants who handle those special lines of merchandise that customers are willing to travel some distance to secure."

Your Opportunity to Share Profitably in Dallas Industry

THE future of Dallas will be measured by the yardstick of its industrial growth. Expected or desired increases in population must be translated into "jobs". Population will inevitably follow employment. Payrolls and prosperity go hand in hand. The sure way to secure an industry is to build it. The present mill now organizing will not be an experiment. To be fully financed, properly and efficiently managed, the security of the investment in the stock of the Southwest Textile Mills is assured. There is plenty of money in Dallas and in Texas to build the industries needed, affording the investor a good income and at the same time establishing needed industries in this area. It is now your opportunity to make a safe, a profitable investment; to add materially to the payroll of Dallas and to lend your support to the stabilizing of the future growth of this city and of Texas. An investment in the stock is just good business. Will you do your part?

To Employ 400 People—Pay 7% Dividends—Annual Payroll \$350,000.00

Dividends

The preferred stock will begin to draw dividends at the rate of 7% as of January 1, 1929—the first dividend payable July 1, 1929, and semi-annually thereafter.

Payment of Subscriptions

The subscribers to the Capital Stock shall pay 25% when called for by the trustees, who shall be named by the stockholders upon the completion of the sale of the stock, 25% in three months, 25% in six months and 25% in nine months.

Capitalization

The capital of the mill company will be \$600,000.00, as follows:

- 12,000 shares 7% Cumulative Preferred Stock—par value \$50.00—with full voting privilege.
- 12,000 shares Class "A" Common Stock without par value, having full voting privilege.
- 6,000 shares Class "B" Common Stock without par value and without voting privilege—to be retained as Treasury Stock.

The undersigned committee of organization offers to the citizens of Dallas—of the Southwest—for purchase this 12,000 shares of 7% Cumulative Preferred Stock, \$50.00 par value, at \$50.00 per share; and with every share of 7% Cumulative Preferred 1 share of no par Class "A" Common Stock free. Both Preferred and Class "A" Common have full voting privileges.

Control

There will be a Board of Directors of thirteen elected following the completion of the sale of the stock, said directors to be elected by the stockholders and to have general supervision of the erection and management of the mill.

Management

The management of the mill will be in the hands of men with long and successful experience in the cotton mill industry, supervised by the Board of Directors, who will be capable business men selected for their successful and conservative operations and who will be favorably known to you.

A Sound Investment—A Needed Industry

Dallas' Opportunity

Opportunity knocks, some time, but once, and this is Dallas' opportunity to assume the leadership of textile industry, which within the next ten years will be the greatest industry in the Southwest. We can demonstrate to ourselves, as well as the outside world, that we have the labor, and we have the capital, and the enterprise to push to successful operation this splendid cotton mill. With raw material at our door and the splendid co-operation of the railroad companies in competitive freight rates; with fifteen million people within a radius of our natural outlet, this mill should be successful.

Mail This Coupon

Southwest Textile Mills,
2015 Magnolia Building,
Dallas, Texas.

I am interested in an investment in the 7% Preferred Stock you are offering at \$50.00 per share, with one share of no par Common Stock free with each share of Preferred. Send me full information.

Name

Address

Size of Mill

The mill will be erected either for the manufacture of gray goods or for colored goods (ticking). If gray goods are manufactured, the mill will have 17,000 spindles; if colored goods (ticking) 15,000 spindles will be installed. Decision as to which type of goods will be manufactured will be made at an early date, depending upon whether the Textile Committee is successful in securing the removal of a finishing and dyeing plant from the New England States to Dallas. Negotiations looking to this are now under way. It will require practically a year to build the mill, and 100,000 square feet of floor surface will be necessary.

Financial Set Up

The approximate financial set up of the new mill when complete and ready for operation will be about as follows:

Resources	
Cash on Deposit	\$150,000.00
Ground, Plant and Machinery	750,000.00
Total	\$900,000.00
Liabilities	
Capital Stock	\$600,000.00
First Mortgage Bonds (maturing over a 10-year period)	300,000.00
Total	\$900,000.00

According to careful estimates, the working capital will be not less than \$150,000, and we believe it will probably be more than this amount. If it is, the cash on deposit, or working capital, will increase, and the ground, plant and machinery cost will decrease in the same proportion—giving the same total investment of working capital and plant of \$900,000.00.

The Dallas Clearing House banks, after investigation, have agreed to purchase at par the \$300,000.00 First Mortgage 6% Bonds.

Estimated Earnings

A careful survey convinces the undersigned Textile Committee that a cotton mill of the kind contemplated should earn a minimum of \$6.00 per spindle, based on a cost per spindle of approximately \$50.00 per year over and above operating expenses if gray goods are made, \$7.00 per spindle if colored goods, or approximately 12%, and the public is invited to subscribe for this stock. There will be no promotion fees of any type and every dollar subscribed will be used in the actual erection of the plant and the operation of the mill after completion.

SOUTHWEST TEXTILE MILLS

2015 Magnolia Building

Clyde V. Wallis, Acting Secretary

Dallas, Texas

Textile Committee
S. B. Perkins
O. S. Boggess
George N. Aldredge

W. B. Head
J. L. Lancaster
J. Perry Burrus
R. L. Thornton

Textile Committee
Geo. W. Loudermilk
Julius Schepps
W. C. Barns

Better Store Lighting Will Increase Sales for Dallas Merchants in 1928



Lighting authorities find that progressive merchants agree

"Customers are attracted to well-lighted stores."

The store that is bright and in which the customer can really see the merchandise is the one that is to get the business.

Increased business soon pays for the cost of installation and operation of improved modern lighting fixtures.

Call for our special lighting representatives and we will gladly make recommendations without obligation on your part.

Telephone 2-9321, ask for
Illumination Section

DALLAS POWER & LIGHT COMPANY

Interurban Bldg., Jackson and Browder Sts.

New Name for Dallas Company

Change in name from The Southern Implement Supply Company to The Southern Supply Company has been announced by A. P. Johnston, vice president of the company.

In announcing the change, after nineteen years under the old name, Mr. Johnston said: "We have, in order to keep pace with everchanging business conditions and to more closely identify ourselves with our growing trade, eliminated the word 'implement' from our name and will hereafter be known as The Southern Supply Company. There is no change in management, ownership or policy."

The growth of the company during the last ten years is exemplified in the increase in its sales force during that period. In 1918, the company had seven salesmen. Today seventeen cover the trade territory.

Mr. Johnston came to Dallas from Missouri in 1909, with eleven years of experience in the implement lines. He rented desk space in a warehouse and announced that the Southern Implement Supply Company was ready for business. He announced to the dealers of this section that he was in position to supply their needs and, for some months, depended upon letters for his business. Then he hired a salesman to cover as much of the territory as he could. Mr. Johnston served as president, sales manager, stenographer, shipping clerk and janitor.

In the second year another salesman was added to the force and business began to pick up. Two were added the next year and then one on each succeeding year until six men were traveling the Southwest territory.

There has been a constant growth in the company, and the present sales force of 17 men, supported by 44 workers in the home office, are rendering a service to dealers that have made them content to abandon the Eastern and Northern markets.

Mr. Johnston has found time, even in the rush of building an impressive business, to take part in Chamber of Commerce activities and to lend aid to civic enterprises. He is a leading spirit in good will trips and in other Chamber projects.

Calder Opens Studio in Dallas

Frank Calder, illustrator and commercial artist, formerly with A. Zeese Engraving Co., has opened an independent studio at 106 and 107 Gaston Building, where he will specialize in the production of high-grade advertising art.

Mr. Calder studied at the American Academy of Art, the Chicago Academy of Fine Arts, the Burger School of Illustration and other similar schools.

His impression of Akard Street looking from Elm to the Baker Hotel is shown on the cover of this issue of "Dallas".

Flooring Plant In Operation

Formation of the Texas Oak Flooring Company was completed last month, and another great manufacturing plant has been added to the already impressive list now operating in Dallas.

The new company was formed by the J. R. Neece and Angelina County Lumber Company interests, and R. Jemison to acquire the flooring plant of the Stickle Lumber Company on Maple Avenue. The \$500,000 plant is being reconditioned and is already in operation.

When in full operation, within the next few weeks, the factory will produce 50,000 feet of flooring a day, will employ about 125 people and have an annual pay roll of \$125,000.

Mr. Neece, Mr. E. L. Kurth and Mr. Jemison, active in the control of the new plant, are experienced lumber men well known in Texas. Mr. Jemison, manager of the new factory, was 26 years with the Long Bell Lumber Co.

Practically all the oak to be used by the plant will be obtained in East Texas, and distribution of the finished product will be mainly in this State.

Soap Factory Now Has Dallas Division

Dallas has been chosen as the Division headquarters for the Los Angeles Soap Company, manufacturers of White Kink washing machine soap and forty-seven other soap products.

The division offices are in the second unit of the Santa Fe Building, and J. C. Olson will act as manager.

Fox-Coffey-Edge Expands Again

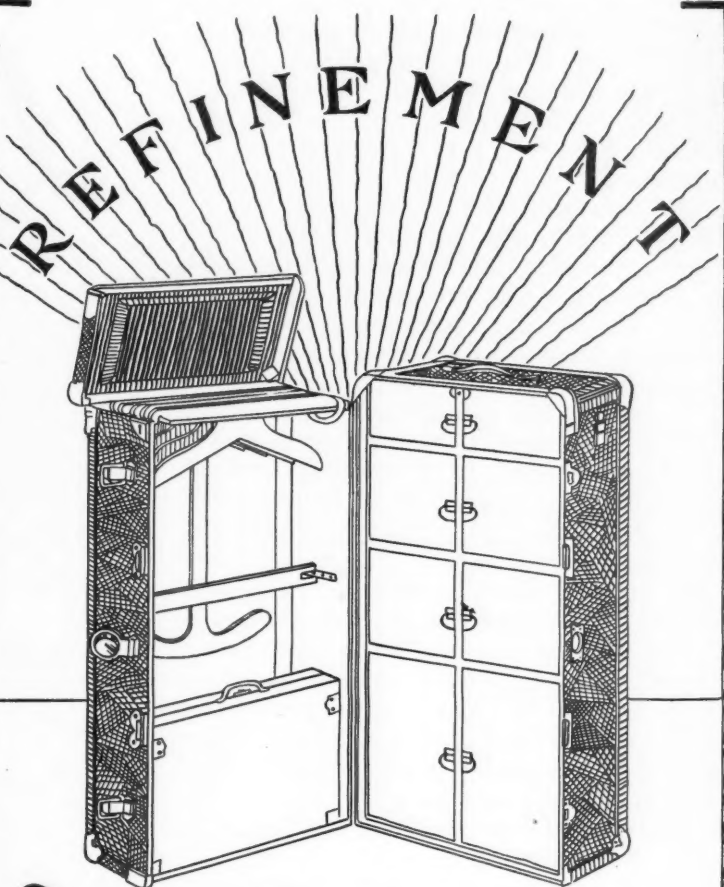
Increased demands on the Fox-Coffey-Edge Co. have caused them to expand their manufacturing facilities for the fourth time in four years, according to announcement of George Coffey, an official of the firm.

For the past three years the production facilities of the company have increased from 25 to 50 per cent every year.

The company manufactures and sells to the Southwestern trade a fine grade of trimmed hats for women.

Fruit Exchange Branch Here

Opening of a district office and display depot in Dallas, under the direction of B. O. Parker, was announced last month by officials of the California Fruit Growers' Exchange. The local branch, at 2038 Jackson Street, was organized to give better service to local jobbers and retailers.



Padgitt Luggage

Particular People are always very particular about the kind of luggage they buy. That's why so many of them depend on us for their



Baggage needs.

We feature the most complete line of fine luggage in the entire Southwest; every piece is backed by our rock-ribbed guarantee.

PADGITT BROS. CO.

1020 Commerce Street

LAKE SHORE CLUB, to be situated on the west shore of White Rock Lake on the Lawther Drive, a few hundred yards south of Mocking Bird Lane, offers to its members most unusual and unique advantages.

The Club's seventeen-acre peninsula, with its thirty-five foot elevation above the water, not only affords a wonderful and unobstructed view of the Lake, but insures a steady southerly breeze from across the water, which should render the club building and grounds delightfully pleasant.

Lake Shore Club will be for all the family, and suitable entertainment and conveniences will be furnished for the oldest and the youngest.

The finishing of Lake Dallas has opened White Rock Lake for pleasure. This magnificent body of water, under the foresighted plan of our City Commissioners, is destined to become the great playground of Dallas. Lake Shore Club proposes to take advantage of this wonderful opportunity by affording its members spacious docks and boathouses—the headquarters of its hunters and fishermen, the retreat for its lovers of canoeing, motor boating and boat racing, the assembly place for bathers and lovers of aquatic sports.

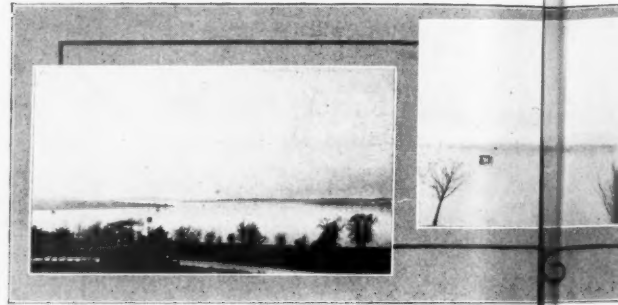
Of interest to the members of Lake Shore Club will be the combination pier, pavilion and boathouse which will be erected at the club property and which will extend out a hundred feet over the water from the shore line. This is to be constructed of heavy material, treated in brilliant colors, and topped with a Spanish red tile roof, which will harmonize with the Southern Mediterranean style of the club house proper. At the end of the pier there will be a promenade deck large enough to afford the members vantage ground from which to witness water sports. During the extremely hot summer months this deck will also be used for dancing. Beneath the pier and

Announce LAKE SHORE CLUB

To be located on the seventeen-acre peninsula on the west shore of White Rock Lake

deck, ample provision is to be made for the housing of the boats of the club and boats belonging to the members.

Lake Shore Club members will not turn their attention exclusively to the water for entertainment. Up on the hilltop, overlooking the miles of expanding water, there is to be erected a beautiful and commodious club house with large dining room facilities, ex-



Above: Views of White Rock Lake thirty-five feet above the water level.

LAKE SHORE CLUB

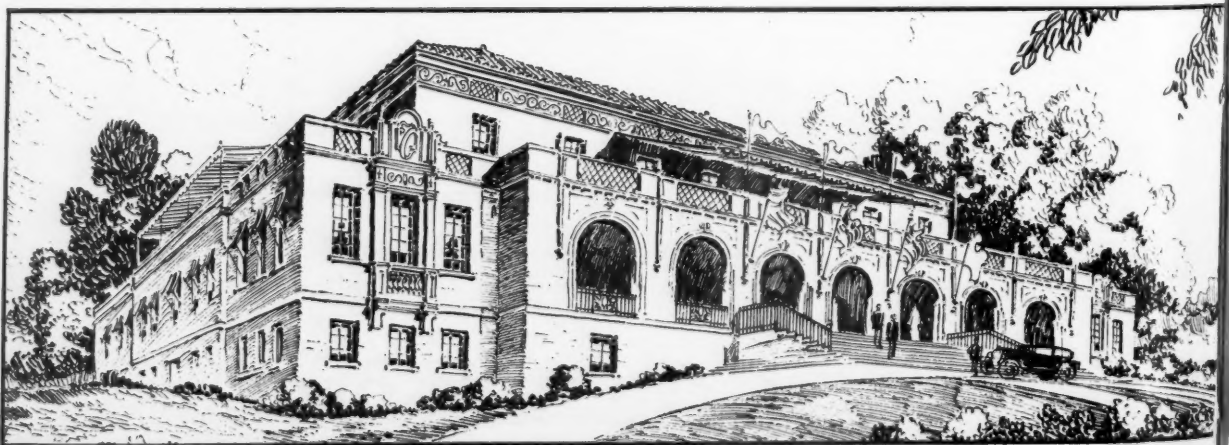
EXECUTIVE OFFICERS, KIRBY

Telephone 7-4049

JOHN B. GRAVES, JR., President

MACK L. VICKREY, Vice President

JACK B. CARTER, Sec'y-Treasurer



Proposed future home of Lake Shore Club

Announcing LAKE SHORE CLUB

a seven-acre peninsula situated
on the shore of White Rock Lake

For the expansive floors for dancing, with shaded
boats porches and easy chairs; while out on the
lawn will be tennis courts, putting greens and
other outdoor sport facilities. In the basement
will be bowling alleys, billiard and pool
tables, as well as the equipment usually found
in gymnasiums.

Lake Shore Club, with its 1250 members,
should furnish sufficient patronage for the

dining room to enable a high-class and efficient caterer to serve excellent meals at popular prices. The providing of a good orchestra each night by the Club should make this the rendezvous for those who like to dance and dine well.

Lake Shore Club will maintain at all times a cultured and gracious hostess, who will serve as chaperone to the young ladies, and will be the superintendent who will supervise the children's playrooms and playgrounds. The little children must be provided for. Their mothers may leave them in the care of a competent nurse and, unfettered, enjoy the pleasures of the club.

Lake Shore Club memberships are limited forever to 1250, and are by invitation only. The plan is most unique. The club is incorporated, and without capital stock. It conveys by deed, to each member, a 1/1250th undivided interest in the club property. There is no stock, no initiation dues or fees, and the club is owned exclusively by the members, each member having one vote. The dues will be fixed by a vote of the members, but in the nature of things should at all times be very low, as the maintenance expenses of the club will be light.

The initial cost of \$150.00, that is, the purchase price for a deed, will furnish the club with sufficient money to pay for the land, build and equip a beautiful club house, and provide docks, boathouses, boats and other equipment that will be second to none. This is true, because this is not a promotion proposition for the benefit of anyone except its members, but the money which the members provide will be utilized to the fullest extent in the realization of the plans as here outlined. It is confidently believed that with this equipment completed and a full membership of 1250, that dues of \$25.00 per year will be ample for maintenance purposes.

Lake Shore is the type of club most needed by the younger business and professional men and women of Dallas. The shore of White Rock Lake is an ideal location for such a club and has long been waiting the coming of the Lake Shore idea. Such a club, patterned along the lines of this, with the natural advantages of such a magnificent body of water, cannot fail to be a credit to the city of Dallas and a monument to its originators.

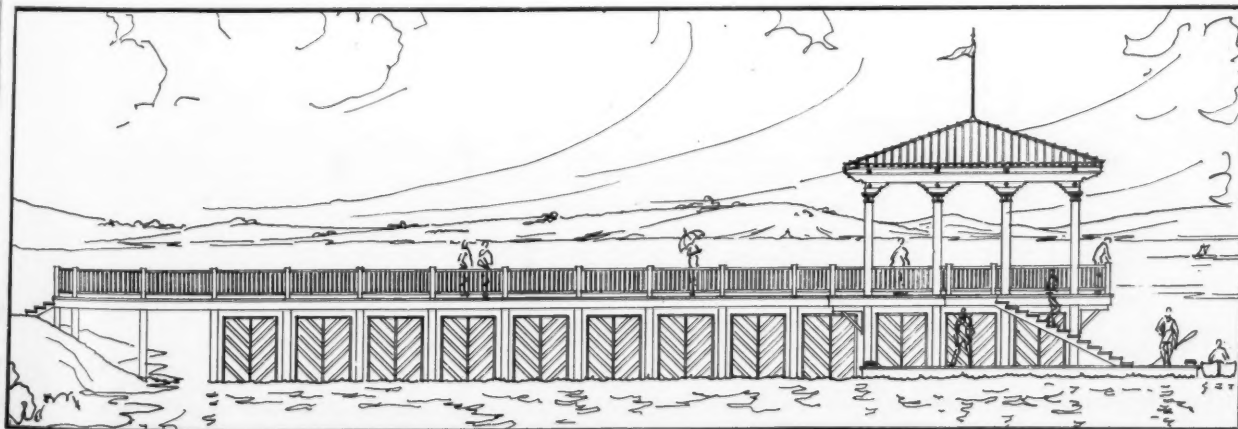
LAKE SHORE CLUB

OFFICE, KIRBY BUILDING

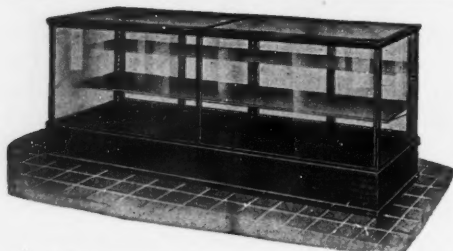
Telephone 7-4049

Board of Governors

John B. Graves, Jr.	Mack L. Vickrey
Walter K. Goss	D. L. Donohue
W. W. McClellan	Jack B. Carter



Proposed combination pier, pavilion and boathouse



From Manufacturer direct to you—at a saving
in price and freight

THE
Dallas Market
has a large modern
factory, comparing fa-
vorably with any in
the country devoted to
the manufacture of
**Show Cases
and Fixtures**
for the Dry Goods
Millinery, Jewelry
and Drug Trades.

SOUTHERN FOUNTAIN & FIXTURE MFG. CO.

1900 Cedar Springs

Dallas, Texas

Phone 7-6098



"LET ME GIVE YOU THIS TIP,
FRED

... and it's based on long experi-
ence, as you know: don't overlook
the sales value of **Direct Mail**.

"The cost is small and with a
good mailing list not a penny is
wasted. A good personal letter goes
into their confidence, and your
customer will like its dignified ap-
peal. Direct Mail has been the
greatest sales factor in my suc-
cess."

The Commercial Printing and
Letter Service Company is best
equipped to prepare, personalize
and handle complete every detail
of a carefully planned direct mail
programme, even signing your
name and licking the stamps.

Just phone 2-8168 and we will
be glad to discuss how our "direct
salesmen" can serve you.

W. Marion Newman
Kemp S. Burge
Hal C. Newman

South Texas Air Mail Line Opened

North, Central and South Texas
were brought several hours closer to-
gether February 6th when the new
intrastate air mail service was inau-
gurated. The Texas Air Transport,
contract holders, started on that date
planes to Houston and Galveston via
Fort Worth and to San Antonio via
Fort Worth, Waco and Austin.

There was no ceremony connected
with the start of the first ship from
Dallas. The mail bags, containing
more than 90 pounds of mail, were
loaded on by Dallas postal officials
and, piloted by Herbert Brewster, the
new Pitcairn Mailwing started on its
flight.

New Committees

Two committees, for transportation
and athletics, have been announced by
the Chamber of Commerce.

The 1928 transportation committee
consists of H. B. Lockett, chairman;
Lee Anderson, vice chairman; Seth
Tate, Myron Kirk, Ferd Hicks, J. E.
Farrow, A. C. Vallentine, J. C. Greer,
A. B. Harris, C. W. Higgins, F. R.
Horton, B. H. Pittman, W. A. Suther-
land, A. J. Stone, P. H. Bimmerman,
V. R. Philley, Jack Estes and A. L.
Reed.

The athletic committee is composed
of W. H. Hitzelberger, chairman; Eli
Sanger, S. W. Nichols, Julius Schepps,
Ben Hill, James K. Wilson, Victor
Brazzell, Jerre Hayes, Milt Saul.

Insurance Group Chooses Dallas

Dallas has been selected as the
Southwestern headquarters for one
of the largest groups of strictly fire
insurance companies in operation—
the America Fore Group, consisting
of the American Eagle Fire Insurance
Company, the Continental Insurance
Company, the Fidelity-Phenix Fire
Insurance Company and the First
American Fire Insurance Company,
all of New York.

O. F. Grover, secretary of the
group, will be in charge of the Dal-
las branch. A staff of fifty men and
women will be required to handle the
business of the Dallas headquarters,
and some 2,000 agents in the South-
west will report here instead of to
New York.

Tin Cans To Be Made In Dallas

The Thompson Can Company, new
factory for the manufacture of tin
cans, has definitely chosen Dallas
for the location of its plant, after
considering several other Texas cities.
E. Rowse Thompson of St. Louis,
president of the new company, will
move to Dallas to superintend the
erection and operation of the plant.

Decision to locate in Dallas, Mr.
Thompson said, was made after a
study of the recent industrial sur-
vey of Lockwood Greene & Co., in
which a recommendation for such a
factory was made.

Spring Merchants' Display Planned

The first annual Greater Dallas Merchants' Spring Display will be held in the Manufacturers' Building at the State Fair Grounds March 12 to 17, according to announcements just made.

Products to be displayed are automobiles, radio sets and accessories, pure food, house furnishings, musical instruments, etc.

Entertainment programs are being arranged for both afternoons and evenings. A loud speaker system is being installed.

The display will be an annual spring affair, its promoters say. No admission will be charged.

Open Big Hat Factory Here

An important addition to industrial Dallas during January was the new millinery factory opened at Commerce and Martin. The Echols-Ogburn Millinery Co., R. B. Echols, proprietor, has already gone into production, and soon will have some 60 machines turning out women's and children's hats for the Southwestern trade.

The factory occupies a two-story building, the first floor being devoted to offices and display rooms and the second floor to manufacturing. About 125 men and women will be employed when the plant gets into capacity production.

Frank Ogburn is assistant manager, Herman Cohen, manager of the children's department; Herman L. Ogburn, sales representative in West Texas; Mrs. Bessie Cavett, designer.

Manufacturers Elect 1928 Officers

T. J. Mosher has been elected president of the Dallas Manufacturers' Association, to replace B. A. Evans who resigned recently. J. Durrell Padgett, Julius Schepps and George Boedeker were elected vice presidents.

The new officers are holding semi-weekly meetings to draft plans for 1928, and have predicted that this will be the outstanding year in Dallas industrial history. Continued expansion of old plants and organization of new ones have considerably increased Dallas' industrial interest.

Fairchild Photo Plant Is Planned

A large aerial photographic plant will be constructed at Love Field by the Fairchild Aerial Surveys, Inc., as soon as the city purchases the field for a municipal airport, according to an announcement by Lloyd Long, district manager for the company. The plant will cost about \$50,000.



Protecting the Business, Industry and Homes of the Great Southwest at a Lower Net Cost

THE direct, economical plan of operation of this old line stock company makes it possible for buyers of insurance in the great Southwest to secure their protection at a lower net cost, without sacrificing safety or service.

Since this company maintains its Home Office and twenty direct branch offices in the Southwest, it is in a position to offer buyers of insurance in this section a class of service which cannot be equalled by those companies which have their home offices in the North and East.

Fire, Tornado, Hail, Plate Glass, Fidelity Bond, Workmen's Compensation, Public Liability, and all forms of Automobile Insurance.

Employers Casualty Company

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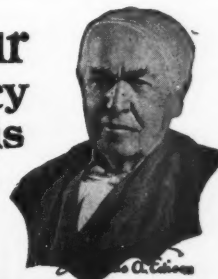
ABILENE	DALLAS	NEW ORLEANS	SHREVEPORT
AMARILLO	EL PASO	OKLAHOMA CITY	TULSA
AUSTIN	FORT WORTH	ST. LOUIS	TYLER
BEAUMONT	HOUSTON	SAN ANGELO	WACO
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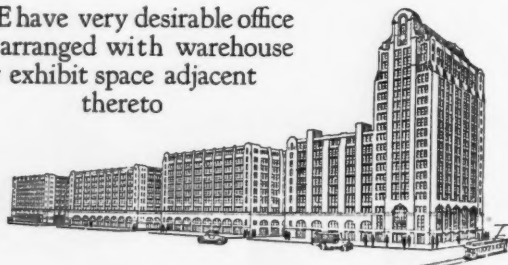
You'll find the officers of this bank are real human beings—and they extend you a cordial invitation to consult them at any time, on any matter where they may be of assistance.

Officers

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 Nathan Adams, President
 E. J. Gannon, Vice President
 A. V. Lane, Vice President
 B. A. McKinney, Vice President
 G. H. Pittman, Vice President
 J. C. Chidsey, Vice President
 B. B. Johnston, Vice President
 Paul Danna, Vice President
 E. S. McLaughlin, Cashier
 R. V. Sanders, Asst. Vice President
 H. H. Smith, Asst. Cashier
 Sam Turner, Asst. Cashier
 J. J. O'Connell, Asst. Cashier
 E. A. Houser, Asst. Cashier
 J. J. Kettle, Asst. Cashier
 B. F. Simms, Auditor
 E. M. Bruhns, Mgr. Foreign Dept.



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 Our facilities unequalled in the South

Texas Exports

According to figures just made available by the Department of Commerce, cotton continues the principal item of Texas' exports by many millions of dollars. In the month of November, 506,811 bales of short staple cotton were exported through Texas ports for a total value of \$54,736,881. Germany was our best customer, taking \$12,531,555; with France a close second with \$11,000,000.

While little if any long staple cotton is produced in Texas, nevertheless, Texas ports came in for 110,176 bales for export, with Germany leading in this classification.

The United Kingdom continues to be an increasingly heavy taker for handles for agricultural and long-handled tools, taking 2,000 dozen at a value of \$4,000.00 for the month of November.

Imports for the month indicate some of the peculiar requirements of Texas. From British India we purchased \$538.00 worth of desiccated coconut meat, while Germany and the Netherlands supplied us with \$779.00 worth of whole mustard seed. The Netherlands go even further and supply us with \$1,491.00 worth of cabbage seed, \$88.00 worth of turnip seed, and \$937.00 worth of other garden and flower seed. China supplies an unusual item of \$29,204 worth of human hair. Someone evidently has a highly cultivated sweet tooth, as evidenced by 24 pounds of marmalade imported from Great Britain.

Mexico sent us \$10,000.00 worth of sombreros de paja and 1,500 blooded sheep.

Golf Weather

The mildness of the Dallas climate is emphasized in the yearly report of Dr. Joseph L. Cline, meteorologist of the U. S. Department of Agriculture located in Dallas.

It is shown that the 1927 mean temperature was 66.8 degrees. The highest monthly mean temperature was 84.2 degrees in August. The lowest monthly mean temperature was 45.8 last January.

A summary for the year shows that the sky was clear 177 days, partly cloudy 102 days and cloudy 86 days. In only three cases did the thermometer remain below 32 degrees for a full day.

Colville Building Larger Quarters

Because of increased business, the printing concern of J. M. Colville & Son is erecting a \$75,000 establishment at 1725-27 North St. Paul St. Every modern facility will be provided in the building for the production of the highest type of printing. The company was established in Dallas in 1890.

New Chamber of Commerce Members

C. M. Smelson Transfer, 1210 Marilla St., Transfer business.

Maltermoro Vineyards Association, Santa Fe Building, beverages.

Majestic Transfer and Storage Co., 509 Jackson St., Transfer and Storage.

La Boheme, 1002 Ross Ave., Cafe.

National Lumber Manufacturers' Association, 1610 Kirby Building, trade extension, technical service and research.

Mandeville Auto Top & Paint Co., 317 S. Preston St., auto top and paint.

Hess & Jess Thompson, Inc., 2011 N. Harwood St., district office of Seiberling tires.

W. F. Pearson, 1013 Republic Bank Building, real estate.

Cleveland Motor Cycle Sales Co., 2707 Swiss Ave., motorcycles.

Texas Boiler & Machinery Co., Boilermakers and repairs—Tanks and Smokestacks, 3215 Hickory St.

Dr. C. I. Faison, Dentist, 2913 Holmes St.

J. L. Green, Inc., Automobiles, 2222 N. Harwood St.

Webb Coupon Co., Coupons, Coupon Books and Tickets, 2628 S. Ewing Ave.

Vaughan Hinckley Company, mfgs. Work Clothing, 1601 S. Ervay St.

Justin McCarty, Inc., Ready-to-Wear Mfg., 208 S. Lamar St.

Brigham C. Odom, Christian Science Practitioner, 113 Kirby Bldg.

M. L. Waller & Company, Architects, 905 Sw. Life Bldg.

Sherman Concrete Pipe Co., Pipes—Sewer and Concrete Products, A. N. Shearman and A. S. Lander.

Drs. McLaurin & McLaurin, Physicians—Eye, Ear, Nose and Throat, 1302 Medical Arts Bldg.

Everett-Burton Construction Co., General Contractors, 603 Melba Bldg.

Fellers Studio, Photographers, 1026½ Elm St.

Atex Construction Co., Contractors, 912 Republic Bank Bldg.

Pat C. Miller & Company, Stocks and Bonds, 801 Marvin Bldg.

Federal Life Insurance Co., Life Insurance, 1511 Praetorian Bldg.

Campbell Hotel, Hotel, Elm and Harwood Sts.

Forest Lawn Company, Inc., Burial Grounds, 511 Santa Fe Bldg.

Railroad Opens Office In Dallas

Offices of the Toledo, Peoria and Western Railroad have been opened at 713 Santa Fe Building, with R. J. Tyner as general agent for Texas. Mr. Tyner is a railroad man of some eighteen years' experience, and for practically all his life a resident of Dallas.

No. 13 in a Series of

Portraits of Prominent Dallasites



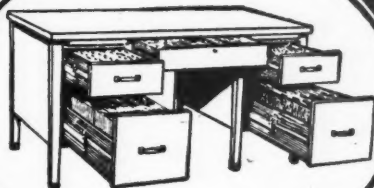
R. E. BURT, Mayor

THIS month we present our Mayor, a type of citizen well qualified in the position he holds. Gentle hearted, devoted, industrious and sincere, he has never for one moment relaxed in his quiet but diligent service for Dallas. Montgomery's Studio daily records the likeness of men who are contributing to the fame of our city.

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Can Be Removed

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Equal sales and advertising efforts in a territory incapable of producing uniform returns naturally result in waste and loss.

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It will help remove the black spots of business.

E. H. BROWN

 Statistician and Analyst
1908 Santa Fe Bldg.

MEMBERSHIP ISSUE



THE March issue of "Dallas" will carry the Classified Membership Directory of the Dallas Chamber of Commerce. (For Space phone 2-5425 or write Advertising Department, Chamber of Commerce.



HE farms of Texas produced more than a billion dollars during 1927, according to the Southwestern report of the Farm and Ranch, just released. The entire Southwest showed gains in practically every department, indicating an era of prosperity in that section of the country served by Dallas.

A digest of the report follows:

Farm Value of All Texas Crops.....	\$729,754,000
(Government Report)	
Livestock and Livestock	
Products	350,000,000
(Estimate based on Government reports)	
Total	\$1,079,754,000

Texas produced 8 per cent of Nation's crop values. The Southwest (Texas, Oklahoma, Arkansas, Louisiana and New Mexico) produced 15 per cent of the total crop values of the country in 1927.

All United States crops in 1927 were valued at	\$9,114,845,000
The Southwest	1,372,734,000
Texas	729,754,000

Texas produced 15.2 per cent of the Nation's gain over 1926. The crops of the United States in 1927 were valued at \$676,388,000 more than they were in 1926. Of this increase, Texas provided \$103,244,000. Texas' gain over 1926 amounts to 16.4 per cent. Iowa holds her place as second ranking State in the Union by producing crops valued at \$501,725,000. Texas leads Iowa by 45.4 per cent. Texas produced in crop values in 1927, 77.9 per cent of the total crop values of Iowa and California, the two States next in rank, and 82.3 per cent of the total credited to Iowa and Illinois.

The Five Ranking States

	Crop Values
Texas	\$729,754,000
Iowa	501,725,000
California	435,213,000
Illinois	386,052,000
Nebraska	378,819,000

The Southwest

	Farm Value of Crops, 1927
Texas	\$729,754,000
Oklahoma	274,779,000
Arkansas	193,500,000
Louisiana	145,159,000
New Mexico	29,542,000
Total	\$1,372,734,000

As evidence of the adaptability of Texas and other States in the Southwest to produce on a commercial scale a great variety of products, we cite you to the following list. You will note that for Texas thirty-four distinct crops are listed by the Government in making out its annual crop report. The other States of the Southwest are listed as follows: Oklahoma, 17; Arkansas, 20; Louisiana, 22, and New Mexico, 14. A number of other crops are taken account of by the Government not included in the list herein reproduced, and for Texas, several crops of commercial importance were not reported upon. We have reference to the fig crop of South Texas, which sells for several million dollars, and the pecan crop of the State, which, in normal years, approximates 30,000,000 pounds.

(Continued on page 24)

WATCHING DALLAS GROW

Month by month, in this column, will be recorded the growth of Dallas as shown by the available statistical information.

BANK CLEARINGS

	1927	1928	1927	1928
January	\$229,992,906.46	\$229,804,631.28	\$223,308,000	\$236,596,000
February	196,745,619.83		196,631,000	
March	220,543,122.81		211,214,000	
April	200,626,627.89		203,980,000	
May	192,025,092.80		181,433,000	
June	190,192,864.47		188,284,000	
July	182,591,715.82		185,981,000	
August	192,633,168.78		189,293,000	
September	255,592,042.29		243,714,000	
October	284,698,815.71		268,064,000	
November	259,541,248.42		268,992,000	
December	240,808,716.72		269,485,000	
Total	\$2,645,992,040.40		\$2,620,377,000	

BANK DEBITS

BUILDING PERMITS

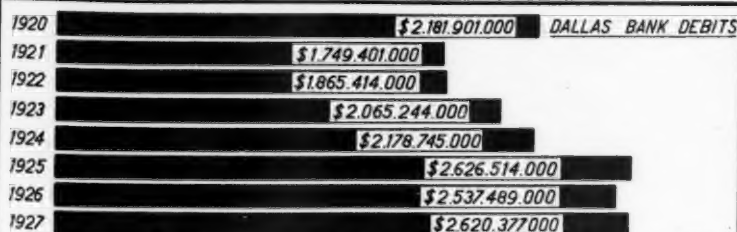
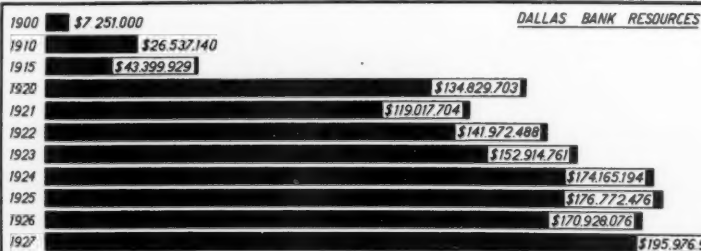
	1927	1928	1927	1928
January	\$ 412,624	619,989	\$311,033.63	\$316,629.65
February	528,992		312,661.92	
March	1,083,994		336,314.91	
April	576,703		302,316.25	
May	733,423		290,908.21	
June	1,466,225		308,521.35	
July	678,837		245,913.46	
August	770,975		306,198.75	
September	2,198,659		333,030.13	
October	451,704		358,282.32	
November	524,932		327,146.30	
December	352,525		422,787.67	
Total (Dallas proper)	\$9,774,846		\$8,855,787.93	

POSTAL RECEIPTS

GAS METERS

	1927	1928	1927	1928
January	62,479	64,881	65,198	67,143
February	62,702		65,547	
March	62,724		65,854	
April	62,832		65,991	
May	62,885		65,925	
June	62,952		65,486	
July	63,026		65,364	
August	63,123		65,365	
September	63,354		65,877	
October	63,740		66,461	
November	64,298		66,859	
December	64,711		67,035	

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Southwestern Crops—1927

(Continued from page 22)

Major Crops of Texas—1927

Crop	Yield	Farm Value
Cotton	4,280,000 bales	\$413,020,000
Cotton seed	1,900,000 tons	68,400,000
Corn	119,347,000 bu.	77,576,000
Barley	3,120,000 bu.	2,184,000
Wheat	17,945,000 bu.	21,713,000
Rye	98,000 bu.	93,000
Oats	42,063,000 bu.	19,770,000
Peanuts	70,200,000 lbs.	2,457,000
Cowpeas	2,088,000 bu.	912,000
G'n sorghums	55,734,000 bu.	34,178,000
Broom corn	1,320 tons	145,000
Potatoes	2,310,000 bu.	3,812,000
Sw't potatoes	11,970,000 bu.	8,978,000
Hay	1,232,000 tons	13,968,000
Rice	6,279,000 bu.	5,400,000
Sorghum syrup	3,230,000 gal.	2,584,000
S. C. syrup	2,040,000 gal.	2,244,000
Apples	168,000 bu.	353,000
Peaches	800,000 bu.	1,280,000
Pears	345,000 bu.	431,000
Grapefruit	490,000 boxes
Oranges	30,000 boxes
Grapes	1,260 tons
Snap beans	286,000 hmpers.	480,000
Cabbage	122,300 tons	1,194,000
Cantaloupes	173,000 crts.	151,000
Peppers	110,000 bu.	88,000
Onions	2,330,000 bu.	3,964,000
Spinach	6,457,000 bu.	3,228,000
Strawberries	1,781,000 qts.	321,000
Tomatoes	1,596,000 bu.	2,809,000
Watermelons	8,156 cars	1,346,000
Carrots	998,000 bu.	429,000
Cucumbers	415,000 bu.	436,000
Lettuce	69,000 crts.	69,000

Major Crops of Oklahoma—1927

Crop	Yield	Farm Value
Cotton	990,000 bales	\$98,010,000
Cotton seed	440,000 tons	16,280,000
Corn	84,190,000 bu.	49,672,000
Wheat	33,372,000 bu.	40,046,000
Oats	21,128,000 bu.	9,296,000
Barley	1,304,000 bu.	848,000
Rye	198,000 bu.	196,000
G'n sorghums	34,880,000 bu.	17,440,000
Potatoes	2,925,000 bu.	5,265,000
Sweet Potatoes	2,438,000 bu.	1,950,000
Sorghum syrup	1,445,000 gal.	1,228,000
Hay	1,232,000 tons	13,968,000
Broom corn	16,100 tons	1,578,000
Peanuts	16,000,000 lbs.	560,000
Apples	493,000 bu.	789,000
Peaches	760,000 bu.	988,000
Pears	130,009 bu.	169,000
Grapes	1,732 tons

Major Crops of Arkansas—1927

Crop	Yield	Farm Value
Cotton	980,000 bales	\$98,380,000
Cotton seed	435,000 tons	15,878,000
Corn	36,575,000 bu.	31,820,000
Wheat	322,000 bu.	402,000
Oats	4,140,000 bu.	2,401,000
Soy beans	270,000 bu.	60,000
Peanuts	8,800,000 lbs.	528,000
Cowpeas	1,456,000 bu.	354,000
Potatoes	1,972,000 bu.	2,958,000
Sweet potatoes	4,408,000 bu.	3,526,000
Hay	876,000 tons	11,709,000
Rice	7,438,000 bu.	6,694,000
Sorghum syrup	3,520,000 gal.	2,992,000
S. C. Syrup	200,000 gal.	220,000
Apples	1,015,000 bu.	1,573,000
Peaches	1,628,000 bu.	2,279,000
Pears	70,000 bu.	91,000
Grapes	3,000 tons	195,000
Cantaloupes	406,000 crts.	889,000
Cucumbers	176,000 hmpers.	266,000
Strawberries	20,651,000 qts.	2,272,000
Watermelons	594 cars	110,000

Major Crops of Louisiana—1927

Crop	Yield	Farm Value
Cotton	545,000 bales	\$52,320,000
Cotton seed	242,000 tons	7,986,000
Corn	20,318,000 bu.	18,286,000
Oats	612,000 bu.	404,000
Soy beans	400,000 bu.	180,000
Peanuts	8,125,000 lbs.	496,000
Cowpeas	459,000 bu.	381,000
Potatoes	2,665,000 bu.	4,397,000
Sweet potatoes	9,702,000 bu.	6,791,000
Hay	374,000 tons	5,097,000
Rice	17,316,000 bu.	15,065,000
Tobacco	400,000 lbs.	180,000
S. C. syrup	5,478,000 gals.	3,013,000
Peaches	86,000 bu.	155,000
Oranges	200,000 boxes	600,000
Snap beans	728,000 hmpers.	1,070,000
Cabbage	66,900 tons	1,455,000
Carrots	2,448,000 bu.	1,248,000
Cucumbers	317,000 hmpers.	250,000
Peppers	616,000 bu.	745,000
Onions	298,000 bu.	364,000
Spinach	1,025,000 qts.	348,000
Strawberries	16,711,000 qts.	3,849,000

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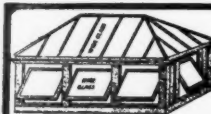
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Major Crops of New Mexico—1927

Crop	Yield	Farm Value
Cotton	70,000 bales	\$6,930,000
Cotton seed	31,000 tons	930,000
Corn	2,490,000 bu.	2,316,000
Wheat	570,000 bu.	676,000
Oats	680,000 bu.	370,000
Beans, dry	975,000 bu.	2,828,000
Gr'n sorghums	2,394,000 bu.	1,260,000
Broom corn	2,860 tons	315,000
Potatoes	150,000 bu.	180,000
Sweet potatoes	102,000 bu.	133,000
Hay	464,000 tons	6,158,000
Apples	456,000 bu.	821,000
Peaches	40,000 bu.	88,000
Grapes	458 tons
Cantaloupes	250,000 crates	500,000

Balanced Farming for The Southwest

A new era in agriculture is opening in Texas and the Southwest. Balanced farming with livestock is the program. Single crop farming is no longer approved. Thousands of acres are being terraced. Crop rotation is finding favor in every section. Dairying is developing rapidly. This means more and better cotton per acre and a cash crop for every farmer who produces his food and feed for home consumption.

Fall and winter work is well ahead for this season of the year. Pastures are green and livestock in good condition. The new year is opening up with most favorable prospects.

INDEX NUMBERS
COST OF BUILDING
CONSTRUCTION

1913 Costs—100
December, 1927

	Texas	All Other States
Frame	205.0	204.6
Brick, Wood Frame	202.0	215.5
Brick, Steel Frame	187.0	197.7
Reinforced Concrete	190.0	201.9
All Construction	193.5	204.9

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Industrial Opportunities in Dallas

(Continued from page 6)

and provides also many everyday necessities. Refrigerator boxes, for instance, should be made in Dallas even if the fittings have to be shipped in from outside.

"Paints and Varnishes: Supplementing recommendations for opportunities in the manufacture of furniture and woodwork, the paint and varnish business should be included. The amount of paint and varnish used in Dallas territory is clearly enough to support manufacturing locally.

"Soap: By-products from packing houses and cottonseed oil refineries are shipped out of Dallas to soap factories and the soap is shipped back to be stored in Dallas for distribution. There seems to be an opportunity for the branch of an established business or for a new factory.

"Drugs, Perfumery, Cosmetics and Toilet Preparations: This division includes many products. Its development would involve several separate factories. These products are grouped together, because they are sold through related agencies and because they do not follow the trend of other products classified as necessities. Such factories are among the most desirable industries. They offer employment that is attractive to an element that does not look for heavy work. This includes a large proportion of female help.

"Flavoring Extracts and Special Food Preparations: This is another enterprise offering light work, but producing a large variety of products in general use. Dallas already distributes many such products. A study of the market should suggest more than one opportunity which could grow into a large business from a small beginning.

"Confectionery: Confectionery is already manufactured in Dallas and the business should continue to increase. Large new candy factories have been built in other parts of the country within recent years and the same expansion may be expected to take place in the Southwest. Confectionery is a product that is consumed in proportion to the population. The labor required for manufacturing confectionery is already in Dallas. It is a class that does not conflict with heavy manufacturing, being recruited mostly from unskilled girls.

Leather Tanning and Leather Goods: The depression in the leather business makes this a doubtful recommendation, yet it could not be omitted from an industrial survey of Dallas. Dallas has been one of the most important harness manufacturing centers. As the demand for harness has fallen off, it has been necessary to convert facilities to the manufacture of other leather goods. If the shoe industry gets started in Dallas, it will put new life into the local leather business and open new opportunities. The necessity for treating local water

might be a disadvantage in the case of a tannery, which would require large quantities of soft water; a good market usually compensates for such a disadvantage.

"The leather industry is another case where hides, including cow, sheep and goat, that are produced in Texas are shipped outside and shipped back for consumption.

"Agricultural Implements: The number of agricultural implements distributed from Dallas is so out of proportion with the amount of local manufacturing in this line that the opportunity cannot escape mention in this report, although there must be some reason why more manufacturers of agricultural implements have not followed the example of the cotton gin makers. Waiting for some of the large companies to establish branch factories may explain this lack of activity, as it explains the corresponding inaction in some other branches of industry. There are some simple farm tools that could be made in Dallas as well as they could be made anywhere else. The supply of natural gas offers an advantage for the manufacture of such tools as may require welding, annealing, bending, or other furnace operations.

"Gas and Oil Stoves, Burners and Appliances: Dallas is one of the few places where gas and oil are so cheap and plentiful that they may be considered available for both industrial and domestic use for a long time. Therefore, it is logical for Dallas to produce appliances used in the consumption of these fuels. Oil stoves and burners, pressure regulators, pipe line auxiliaries, etc., are simple devices, easy to manufacture. Such manufacturing is closely related to plumbers' supplies, already distributed in Dallas in sufficient quantity to justify the maintenance of branch warehouses.

"Consumers of Natural Gas: Dallas has failed to take advantage of being a good distributing center where natural gas is available for industrial purposes in large quantities, at reasonable rates. This fact has been repeated at intervals in this report. It should be kept constantly in mind as one of the best inducements that the City of Dallas has to offer. Among the important operations in which natural gas is used are: annealing, forging, stamping and enameling. These apply to the manufacture of tools, metal furniture, metal partitions, and a variety of machinery and other products.

"Natural gas is considered a necessity in the manufacture of glass, particularly glass specialties. The opportunity for a bottle factory in Dallas is mentioned above. Special glassware, including laboratory and chemical glassware, as well as art products, might consume sufficient gas to make it worth while to import the special raw materials required. Operations under this general heading require special investigations in each case. They are mentioned to direct attention to the fact that many uses of

natural gas are more profitable than burning it under boilers.

"Industrial Building: A certain class of small manufacturers would be attracted by a building centrally located and designed specially for their requirements. This building would be laid out in manufacturing units of about 10,000 square feet and so arranged that these units could be operated independently or thrown together. The building would be equipped with light, heat, water and power for small manufacturers, comfortable accommodations for both male and female workers and efficient arrangements, with railroad siding, for receiving and shipping materials. This description does not refer to what was once known as an "incubator" building. The industries referred to in this paragraph would probably elect to remain indefinitely in the industrial building, because their money would be invested to better advantage in manufacturing equipment than in land and building. A successful building of this nature, known as the Wade Building, is in Charlotte, North Carolina. It has proved to be a good investment. Complete information could be obtained by a visit to Charlotte, where owners and occupants could be interviewed.

"Other Opportunities: The appended list of manufactures includes other industrial possibilities which are less apparent than those listed above: Chocolate and Cocoa Products, Fertilizers, Carpets and Rugs (rag and woven), Signs and Advertising Novelties, Soda Water Apparatus, Sporting and Athletic Goods, Toys, Games and Playground Equipment, Stamped and Enameled Ware, Tin Cans and Tinware, Bags (for flour and miscellaneous), Stationery Goods, Trunks, Suitcases and Bags, Cooperage and Wooden Boxes, Light Products of Iron and Steel (bolts, nuts, washers, rivets, nails, spikes, forgings), Airplanes and Airplane Accessories."

Southwestern Survey In July

A commercial survey in the Gulf-Southwestern States will be started shortly after July 1, under the direction of the Bureau of Foreign and Domestic Commerce, Department of Commerce. It is estimated that eighteen months will be required in making the survey which will cover Texas, Oklahoma, Arkansas, Louisiana, Mississippi and Southern Missouri.

Mrs. Luther: "The doctor's here."
Mr. Luther: "Tell him I can't see him. I'm sick."

W. B. Hardwick: "It says in the Bible that Lot's wife looked around and turned to salt."

Inspector Flippen: "That's nothing. I saw a girl get on the street car and six men turned to rubber."

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1912 N. St. Paul St. 2-6729; 7-4213**New Conventions**

The following is a partial list of
conventions and similar meetings to
be held in Dallas during the month
of March:

- 1-5—Methodist Evangelical Confer-
ence.
- 2—U. S. Daughters of 1812 of Texas;
Mrs. O. B. Colquitt, Dallas.
- 2-3—Southern A. A. U. Open Basket
Ball Meet.
- 6—Texas-Louisiana Tariff Bureau, A.
C. Fonda, Santa Fe Bldg., Dallas.
- 8-10—Southern A. A. U. Girls' Bas-
ket Ball Meet.
- 9-10—Sigma Alpha Epsilon Biennial
District Convention; Judge A. B.
Flanary, Dallas.
- 11-16—Methodist Training School for
Sunday School Workers; Dr. O. T.
Cooper, Dallas.
- 19-21—Texas Grand Lodge of Odd
Fellows; W. H. Wray, Dallas.
- 19-21—Rebekah Assembly of Texas,
Mrs. Mattie E. Knauff, 309 War-
ren St., San Antonio, Texas.
- 19-21—Texas Assn. of Cleaners and
Dyers; J. E. Milholland, Dallas,
Secretary.
- 28-Apr. 1—Dallas District Epworth
League Efficiency Institute.
- Olds Motor Co., Sales Conference,
G. H. Evans, Dallas Mgr.
- Baptist Executive Board of Texas;
Geo. J. Mason, Executive Treas.,
Dallas.
- S. W. Paper Merchants' Assn.,
Lawrence Pollock, Dallas.
- North Texas Assn. of Life Under-
writers; Don Sterling, Dallas.
- Simms Oil Company Agents, Geo.
Bowers, Dallas.

Help! Help!

Due to the unprecedented de-
mand for January and Febru-
ary, 1927, numbers of "Dallas",
our supply has been entirely ex-
hausted. We need fifty copies
of each for our permanent files.
Any members having either or
both of these numbers will con-
fer a great favor by turning
them over to us. Just call
2-5425 and notify the publicity
department that you will part
with them and we will call for
them at once.

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holds the key!

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Winds



March winds will soon herald the approach of Spring. Now is the time to provide for protection against loss of damage to buildings, furniture, plate glass windows, caused by windstorm or hail. We will be pleased to discuss insurance with you.

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Keeping up with busy Dallas

The Wholesale Merchants' Club has chosen Charles A. Moore as its president for 1928. George A. Coffey and E. L. Planchard were chosen vice presidents and Herbert Carpenter was named secretary.

- o -

J. L. Gragg has been elected president of the Southern Publishing Company, textbook publishers, for 1928. T. L. Toland and Mrs. W. L. Lemmon were elected vice presidents, V. H. Perry, secretary, and Otis N. Williams, treasurer.

- o -

Kennedy England, formerly secretary of the Oak Cliff-Dallas Commercial Association, has joined the staff of the Kessler Plan Association.

- o -

Carl S. Sherman, D. W. Dudley and A. A. Steiner have organized an insurance agency to represent The Travelers with offices in the Republic Bank Building.

- o -

On February 9, Floyd E. Barmeier, chief chemist of the American Printing Ink Co., of Chicago, spoke to the Dallas Club of Printing House Craftsmen

on the subject, "Ink and Its Relation to Modern Printing".

- o -

An addition to Doc Jackson's Garage has been completed. It is 100x75 feet and is two stories high, giving the plant a combined floor space of 40,000 square feet. C. E. Swalwell is owner.

- o -

R. Reece, former manager of the Buckner Orphans' Home farm, has been appointed agricultural agent of the Missouri-Kansas-Texas Railroad.

- o -

E. B. Doran, former director of news and telegraph of The Dallas News and The Dallas Journal, has been appointed business manager of the A. H. Belo publications.

- o -

C. A. Mangold, manager of the Jefferson Hotel, plans to spend about \$40,000 in further improvements to his hotel.

- o -

C. M. Reynolds, of the Dallas Mailing Company, has been elected president of the Dallas Apela Club. The new vice president is W. E. Campbell, of the Elliott Addressing Machine



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New, modern, fireproof building with low insurance rate.

Our trackage facilities offer quick service and minimum handling. Served by railroad tracks with switch engine assigned exclusively to this building.

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For space in First and Fourth Units, Apply

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Company, and E. A. Ash, National Cash Register Company, is the secretary.

- o -

J. Ben Critz was chosen president of the Dallas Cotton Exchange at the annual election Tuesday at the Cotton Exchange Building. He was vice president last year. D. S. Thomas is the retiring president.

Marc Anthony was named vice president. N. W. Nolley is secretary of the exchange.

The following directors were chosen: Robert Mayer, A. Mayhew, J. S. Ownby, Guss W. Pharr, A. F. Pug, C. L. Tarver and A. S. Taylor.

- o -

The eyes of the East are turning toward Dallas with deep interest Patrick Crowley, president of the New York Central, told us on his visit here in January. The number of railroad men visiting Texas recently has caused considerable comment.

- o -

Another step towards increasing Dallas' importance as a medical center was taken late in January when the new Methodist Hospital was opened in Oak Cliff. The hospital cost about \$850,000, and has been under construction since early in 1924.

- o -

V. F. Joekel, second assistant manager of the Baker Hotel, has been named first assistant manager of the Texas Hotel at Fort Worth. Mr. Joekel was relieved in Dallas by S. H. White, formerly Baker Hotel room clerk.

- o -

A clearer understanding of real estate problems here will follow the vacancy survey to be conducted by the Real Estate Board. B. Felix Harris and J. W. (Pat) Murphy have been named directors of the survey.

- o -

Stamp of approval was placed on the administration of Howard Parks as president of the Cedar Crest Country Club when the stockholders renamed him to that office recently. The club plans to spend \$25,000 for improvements.

- o -

Talk of a permanent home for realtors has been revived. A committee consisting of past presidents is investigating. Sixteen stories have been suggested as the proper height.

- o -

Ralph A. Beaton has been elected president of the Texas League of Building and Loan Associations. G. A. McGregor, also of Dallas, was elected a vice president.

- o -

Edward Wright has been elected vice president and general manager of the Industrial Insurance Company. He has been in the insurance business for twenty-five years.

- o -

Glen Haven Country Club's governors decreed that W. P. Medders shall serve as president of the organization during 1928. He succeeds J. B. Heinen.

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DALLAS

Dallas architects and Dallas contractors will build the new \$300,000 courthouse at Eastland. Lang & Witchell are the architects. The Christy-Dolph Construction Company got the contract for construction.

- o -

W. T. Webb has heeded the call of Dallas and has returned to manage the millinery department of Glick Brothers. After an absence of about a year Mr. Webb decided to make his permanent residence here.

- o -

The Jewish Federation for Social Service has elected Nathan E. Mittenhal chairman of the board; F. F. Florence, president; Louis Kleinman, Henry S. Miller, vice presidents; Robert Stern, secretary-treasurer.

- o -

Potentate John L. DeGrazier, of Hella Shrine Temple, was succeeded by J. T. Owens in the Shrine's high office.

- o -

Linen men of the Southwest chose R. Q. Mills of Dallas as their president at the Southwestern Linen Supply Association convention in San Antonio. The Association covers seven States in its activities.

- o -

The Dallas Country Club's activities during 1928 will be directed by a board of governors, among whom five were newly elected in January. The seven are E. R. Brown, O. O. Touchstone, J. Ben Critz, Ira P. DeLoache and George Miller.

- o -

Dr. F. M. McConnell, former Dallas pastor, has been elected editor of the Baptist Standard, a State denominational paper published in Dallas, to succeed Dr. E. C. Routh.

- o -

Oscar O. Touchstone, attorney, has been chosen to serve as president of the Dallas Country Club during 1928. J. Ben Critz was elected first vice president, Tom Leachman, second vice president, and Charles C. Hall was reappointed secretary-treasurer.

—o—

Profit in Water

The city water department has a surplus of \$39,030, in spite of the unusual expenses it has incurred this year, H. E. Moore, secretary, announces. During the eight months just ended the department took in \$820,177. With its great Lake Dallas to draw from and bonds voted for improvement of its distribution system, the Dallas water works has few equals in the country.



Who are these Investors?

TEN years ago fifteen of the largest corporations in the United States had a total of approximately 500,000 stockholders. Today the American Telephone and Telegraph Company alone has more than 420,000 stockholders.

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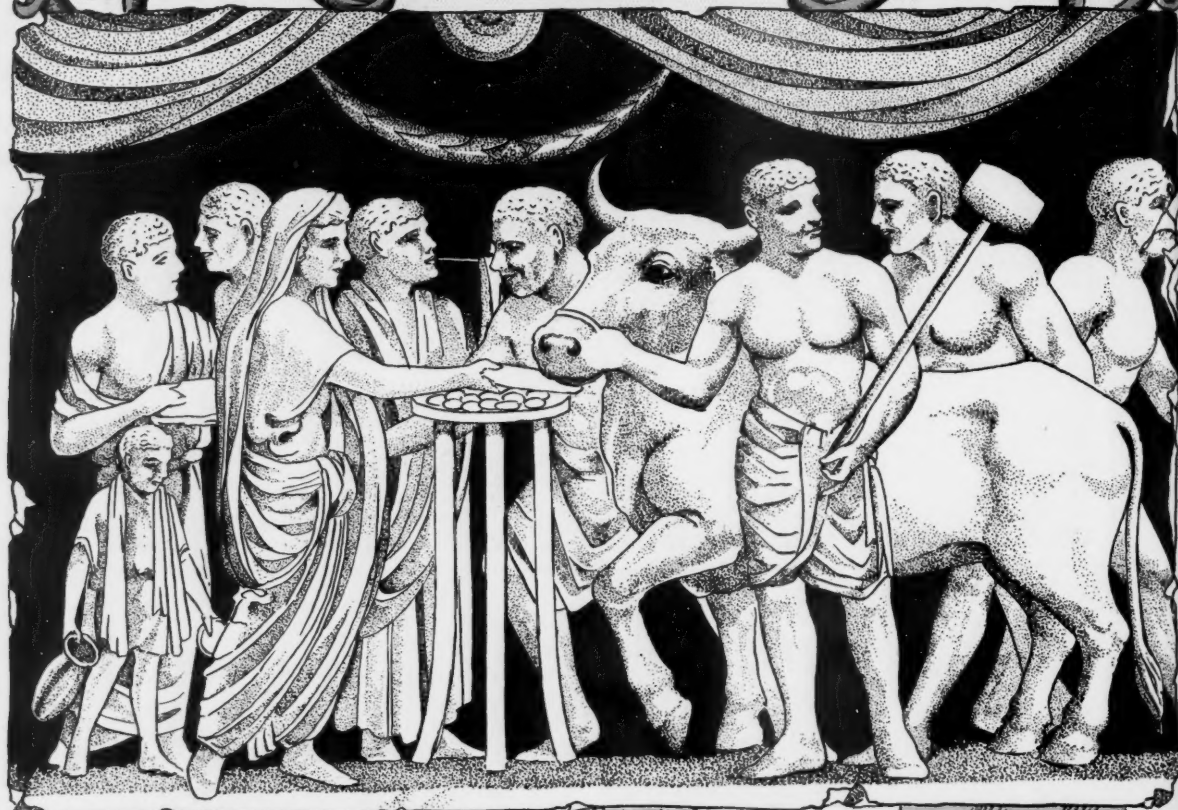
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